

ICE CREAM FIELD



June 1952

In this issue:

Vegetable Fat Trend Spreads
How General Trains Salesmen
Current Equipment Situation
New Sealtest Plant Pictures

PLEASE ROUTE TO	Owner	Prod. Mgr.	Sls. Mgr.	Adm. Mgr.	Library

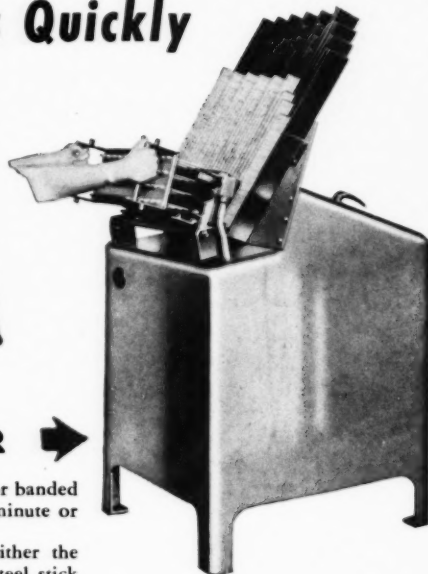
PACKAGING MACHINES

That Pay for Themselves Quickly

Saving \$20 Per Day

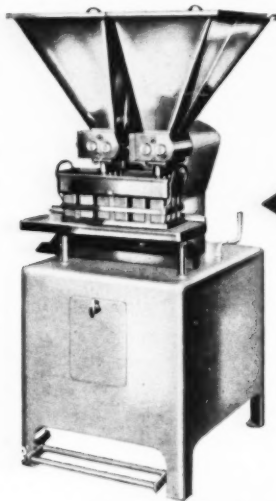
"We have just completed the manufacture of Popsicles for this season. It is gratifying to be able to report to you and, at the same time, give you our unqualified indorsement of your Model No. 171 stick machine. We were able to save 2 1/2 people per day through the use of your machine. This savings of approximately \$20.00 per day throughout the summer more than paid for the machine in one short season. Not only did it result in a man-hour saving, but it speeded our operation and made generally for a more efficient production set up."

Eagle Dairy & Ice Cream Co.
Cleveland, Ohio



VERTICAL STICK DISPENSER

Loads all types of stick holders (single or twins) with bulk or banded sticks at the rate of 12 or 14 complete stick holders per minute or 3360 dozen sticks per hour.



Loading is done from either the front or side. Stainless steel stick chutes are on an angle so that the sticks feed down to the inserter bar without need for mechanical pushers. Additional sticks can be loaded on those already in the machine.

MODEL 171 Capacity: 6700 sticks when fully loaded. Power is obtained from compressed air line or complete air compressor can be furnished.

HIGH SPEED MOLD FILLER Model 106-2

This Anderson Power Filler with two heads is designed for high production filling of ice cream molds. The two heads fill 8 mold cavities at one time, filling up to 600 complete molds per hour. Each hopper has a capacity of approximately 10 gallons.

Continuous freezers are connected to the machine by means of a sanitary fitting in the back of each hopper. All parts that come in contact with ice cream are stainless steel or nickel silver.

Performance records in plants throughout the world leave no doubt as to the superior performance and long service life of these machines.



Use This Handy Coupon For Quick Information.

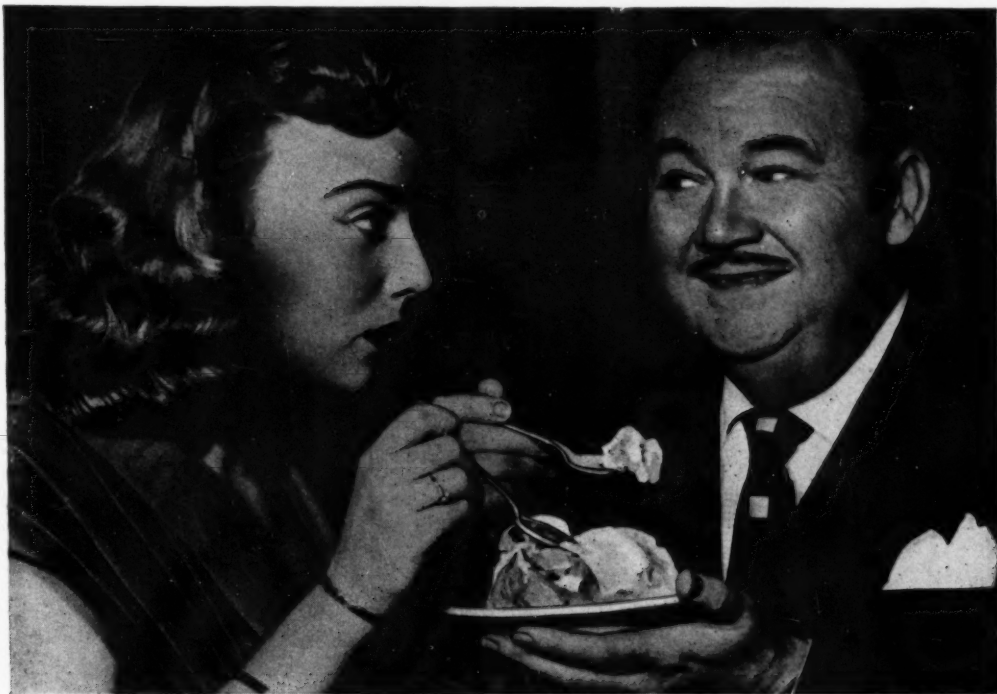
ANDERSON BROS. MFG. CO., ROCKFORD, ILLINOIS

Please Send Bulletin No. 6-2

Name

Address

Good for all ages!



Paul "Pops" Whiteman and Nancy Lewis of the TV Teen Club take time out to enjoy a dish of refreshing ice cream

Just as Ice Cream means good *eating* for all ages, the popular TV Teen Club means good *entertainment* for all ages. Genial emcee Paul "Pops" Whiteman and his youthful co-emcee, smiling Nancy Lewis, are giving Dairy Month a hearty salute over the Teen Club during June. (Don't miss the next weekly session of the Teen Club, Saturday 8:00-8:30 P.M. EST, ABC-TV, sponsored by Nash-Kelvinator.) *There's fun for everyone!*



Serving all ages (for ice cream is everybody's favorite) are Kelvinator Ice Cream Merchandisers, tops in their field for 38 years.

Get more... *Get Kelvinator*

Division of Nash-Kelvinator Corporation, Detroit 32, Michigan

THE BEST KNOWN NAME ON MODERN ICE CREAM MERCHANDISING CABINETS

ICE CREAM FIELD, June 1952



...want a

Popsicle®?

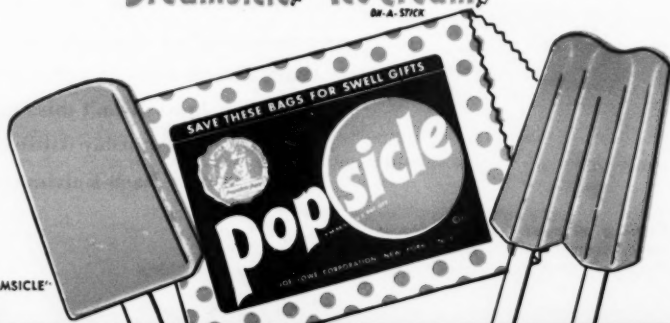
Here's one question that's bound to draw a unanimous "yes" from 30,000,000 young "POPSICLE" fans across the nation! Matter of fact, they dance with joy as they return to your stops again and again and again, all season long for the finest in taste treats: **Popsicle**

Fudgsicle **Creamsicle**

Dreamsicle **Ice Cream**

BA-A-STICK

Watch for "POPSICLE"
billboards coast-to-coast...
full-page, full-color
ads in America's finest
Sunday Comic Sections
...more than 30 million
Comic Magazine
full pages!



"POPSICLE", "FUDGSICLE", "CREAMSICLE", "DREAMSICLE"
and "JO-LO" are Registered Trade Marks of the
JOE LOWE CORPORATION, NEW YORK 1, N.Y.

JOE LOWE CORPORATION

601 WEST 26th STREET • NEW YORK 1, NEW YORK

400 WEST OHIO ST.
CHICAGO, ILL.

2744 EAST 11TH ST.
LOS ANGELES, CALIF.

100 STERLING ROAD
TORONTO, ONTARIO, CANADA

COPYRIGHT 1952, JOE LOWE CORPORATION, NEW YORK 1, N. Y.

BIG!

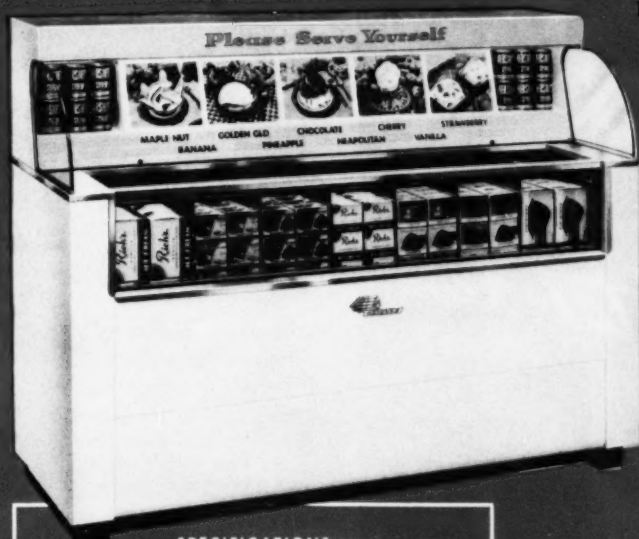
Bright!

BRAND NEW!

Glass Front Speeds Impulse Sales ...Large Capacity Serves 'Em!

Here's your answer to increased impulse sales! The big new Savage GF-13 merchandiser first creates 'em, then serves 'em for hours on end without refilling. The crystal-clear glass front displays

your brand bathed in bright fluorescent light... tempts shoppers to reach in and help themselves. The large capacity (608 pint packages) eliminates the need for frequent refilling.



Non-fogging glass front is 4-ply Thermopane, with additional baffle glass which retains the products within the refrigerated area of the cabinet. Two fluorescent tubes illuminate full length of cabinet, its contents and the full-color pictures. Superstructure features flat top and two recessed compartments for display of related items.

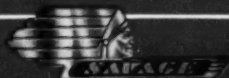
That famous Savage refrigerating efficiency is there, too! Eight cross evaporator plates form seven refrigerated compartments. Frost clips on all plates simplify removal of frost. High wings and design of superstructure reduce air currents.

Watch impulse sales and gallonage grow with this great new glass front merchandising cabinet. Write today for full information on the Savage GF-13. Savage Arms Corporation, Refrigeration Division, Utica 1, New York.

SPECIFICATIONS

Length.....	75 inches	—	WIDE	30 inches
Height (cabinet only).....	36-13/16 inches			
Height (to top of superstructure).....	59 1/2 inches			
Center Compartments (3).....	5 1/2 x 21 1/2 x 16 1/2 inches			
End Compartments (2).....	11 x 21 1/2 x 16 1/2 inches			
Condensing Unit.....	5/8 h.p. (220 volts A.C., 60 cycle)			
Capacity.....	608 pint packages			

Supplied with five 8" x 10" Fluorolux Flu and set of 12 laminated plastic flavor strips.



The Brilliant

SAVAGE

GF-13 Merchandising Cabinet

Displays More —
Sells More

Coming Events

JUNE 16 - JULY 3—Massachusetts Institute of Technology, Cambridge, Massachusetts; food technology course. Information available from Professor Bernard E. Proctor of the school's Department of Food Technology.

JUNE 20—Aronomink Country Club, Philadelphia; annual outing of the Philadelphia Dairy Mixers.

JUNE 23-25—Hotel Edgewater Beach, Chicago; 1952 Summer Conference of the National Dairy Council.

JUNE 24-26—University of California, Davis, California; annual meeting of the American Dairy Science Association.

JULY 23-25—Hotel St. Paul, St. Paul, Minnesota; meeting of the American Dairy Association's Executive Committee.

JULY 24—Anderson Country Club, Anderson, Indiana; annual outing of the Indiana Dairy Products Association.

AUGUST 3-5—Hotel Greenbrier, White Sulphur Springs, West Virginia; annual convention of the West Virginia Dairy Products Association.

AUGUST 7-8—Grove Park Inn, Asheville, North Carolina; annual summer meeting of the North Carolina Dairy Products Association.

SEPTEMBER 14-17—Chicago, Illinois; annual convention of the National Automatic Merchandising Association.

SEPTEMBER 15-17—Whiteface Inn, Whiteface, New York; annual convention of the Association of Ice Cream Manufacturers of New York State.

SEPTEMBER 18-20—Hotel Nicolett, Minneapolis, Minnesota; thirty-ninth annual convention of the International Association of Milk and Food Sanitarians.

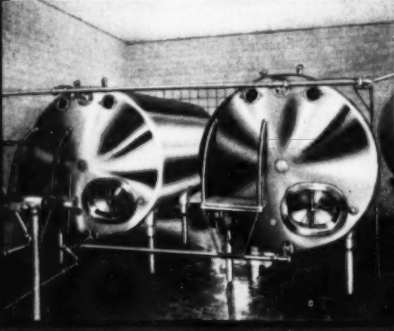
SEPTEMBER 22-27—Navy Pier, Chicago; Dairy Industries Exposition.

SEPTEMBER 22-24—Chicago, Illinois; forty-eighth annual convention of the International Association of Ice Cream Manufacturers.

SEPTEMBER 25-27—Chicago, Illinois; annual convention of the National Association of Retail Ice Cream Manufacturers.

OCTOBER 22-23—University of Vermont, Burlington, Vermont; thirty-first annual conference for Vermont Dairy Operators and Milk Distributors. Information available from O. M. Camburn, the school's Director of Short Courses and Educational Conferences.

**pick
any leading dairy**



there you'll find

Chicago Stainless

EQUIPMENT

Chicago Stainless enjoys recognition by the leading dairies in the country as a regular source for top-quality, dependable milk storage and refrigerating tanks and heating and mixing equipment. For all the facts, see the Chicago Stainless jobber nearest you, or write to us.

CHICAGO STAINLESS EQUIPMENT CORPORATION
5001 ELSTON AVENUE CHICAGO 30, ILLINOIS

• milk storage and refrigerator tanks	• milk transportation tanks
• heating and mixing tanks	• vacuum film processors
• steam-jacketed kettles	• special equipment

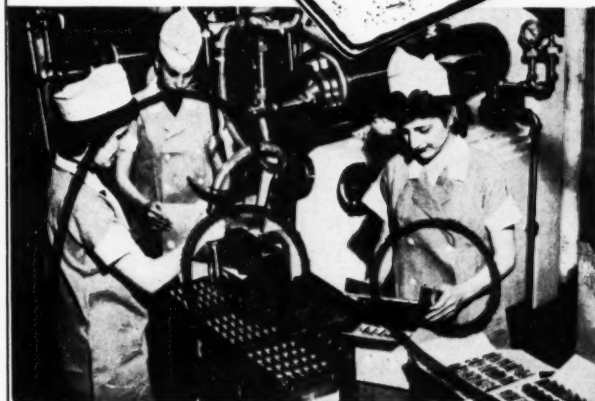
ONLY the Le Roy LONG TREAT Sandwich allows you to **Just FILL and FREEZE**



LOOKS BIGGER!
Contains 3 oz. of ice cream

VENDING MACHINES:

Le Roy produces a special bag that fits vending machines perfectly. Get the details.



**3
WORKERS
TURN
OUT
400 DOZ.
PER
HOUR**

Only the exclusive patented Le Roy process gives you this money-saving, labor-saving efficiency . . . the greatest efficiency you've ever known! Only the exclusive patented Le Roy process produces the popular, *profitable* Long Treat Sandwich with its amazing consumer appeal! Start stepping up *your* sales the proven LeRoy way. Clip coupon below for complete details. No obligation, of course.

● NO BREAKAGE

Not a claim—but a guarantee . . . Le Roy insures you fully against all breakage losses. No worry, no waste!

● NO MACHINERY

Le Roy's economical, easy-to-use equipment—only \$200 complete—works directly from your continuous freezer.

● EASY HANDLING

The entire sandwich unit (crackers, imprinted glassine bags and packer) is contained in the cartons we ship to you. **JUST FILL AND FREEZE!**

LE ROY

FOODS, INCORPORATED

290 SOUTH FIFTH STREET, BROOKLYN 11, N. Y.

5 CONVENIENT WAREHOUSES FOR SPEEDY SERVICE—
ELIZABETH, N. J. — CHICAGO, ILL. — ST. LOUIS, MO.
— LONG BEACH, CALIF. — OAKLAND, CALIF.

LE ROY FOODS, INC.

Main Office: 284-290 South 5th St.,
Brooklyn 11, N. Y.

Please send me all the facts on the profit-making Le Roy process.

Name _____ Position _____
Firm _____
Address _____
City _____ State _____

VELVETY ICE CREAM

EASILY DISSOLVED

LASTING PROTECTION AGAINST HEAT SHOCK

VISCOSITY OF MIX JUST RIGHT

ALWAYS UNIFORM

CREAMIER TEXTURE

RICHER TASTING ICE CREAM

EXTRA BODY

MELTDOWN NATURAL

EXTRA SALES

Specializing in Stabilizing

GERMANTOWN *Manufacturing Company*
5100 LANCASTER AVE., PHILA. 31, PA.

WAREHOUSE STOCKS, PHILADELPHIA, PA.—SAN FRANCISCO, CAL.—PORTLAND, ORE.



The Philadelphia Story

People in Philadelphia consume more than twice* as much ice cream per capita as the entire U.S. per capita.

Most dealers in Philadelphia hand-pack bulk ice cream because they know...



*Philadelphia per capita consumption, 1951 (est.)
26 - 29 QUARTS
 U. S. per capita consumption, 1951
13.9 QUARTS

...

MOST PEOPLE PREFER

Freshly-dipped

ICE CREAM

Published in
 the interest of
 the Ice Cream
 Industry by

MORRIS PAPER MILLS 135 SOUTH LA SALLE ST., CHICAGO 3, ILL.

NATIONAL FOLDING BOX CO. NEW HAVEN, CONNECTICUT

Manufacturers and
 Distributors of

MORRIS LOCK TOP PAPER CANS



Wall-type fountain installation in attractive Los Angeles store

Ice Cream Chain Modernizes...



Installs 20 TWIN-SERV Fountains

The Currie cone identifies 63 popular ice cream and candy stores in Southern California. Inside these stores, as exemplified above, is a sparkling array of the latest and best in soda fountain equipment.

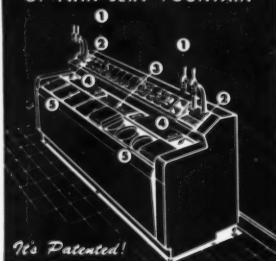
Here you see one of 20 Bastian-Blessing TWIN-SERV soda fountains recently installed by Curries as part of a pace-setting modernization program. The fountain counter is L-shaped, with one side extending in front of the TWIN-SERV and the other in front of accessory equipment. Additional service is provided at six tables and at a special 12-foot counter for cone customers.

Does an installation like this pay off? The Currie chain has been growing steadily since its beginning 30 years ago, and reports that its modernization program, in some instances, has resulted in a 75% sales increase!

Wouldn't you like to know more about the equipment used for such profitable operation? Call your local distributor or write The Bastian-Blessing Co., 4205 W. Peterson Ave., Chicago 30, Ill.

TWIN-SERV TRADE-MARK REG. U. S. PAT. OFF.

EXCLUSIVE FEATURES OF TWIN-SERV FOUNTAIN



1. Dual facilities throughout
2. Easy-reach storage compartments
3. Giant chipped ice pan in center
4. Handy flat work-space lids
5. All ice cream at front and slanted

12-page, full-color Catalog S-156, describes TWIN-SERV and pictures existing installations. Write for your free copy today.



BASTIAN-BLESSING

Qualified Sales and Service Outlets in All Principal Cities



Flavor identification
with appetite appeal
in a complete
carton family.

CARTON DESIGNS OCCA

Do women choose your package?

Today's volume business comes in the doors of the self-service stores. Is your ice cream package a good salesman? Does it tell a quality story to women customers? Let us show you efficient, economical ways of using modern design to put extra sales strength into your ice cream packages—your linerless cartons, fill-freeze pails, counter-fill or carry-out pails, and bulk units for home storage.

You get these strong selling aids with Concora Linerless Cartons

1. Exclusive use of new, tested stock carton designs.
2. Special designs created for you by skilled designers.
3. Color control and fine printing—brilliant and precise.
4. Vellumite stock—handsome, tough, moisture-resistant.
5. The handy, easy-to-open Nu-Mode front seal.
6. Faster, easier packing—by hand or machine.
7. Delivery from strategically located points.
8. Approved by manufacturers of automatic packing equipment.



**CONTAINER
CORPORATION
OF AMERICA**

Chicago, Illinois, and 23 other cities

sure way
to build

ICE

and sherbet business

Let

**VIRGINIA
DARE
ICE POP FLAVORS**

put **PEP** in your **POPS!**



**Sure Bet for Better
Sherbets . . . Better Ices**

**Virginia Dare Water
Ice Flavors.** 21½ oz. to
10 gallons finished
batch. In 13 different
and delicious flavors.



**Virginia Dare Presto
Flavors** include Stabil-
izer, flavor and color.
In orange, Grape,
Cherry, Raspberry,
Lemon-Lime. Virginia
Dare flavoring at its
economic best. Simpli-
fied Production.



Representatives in Principal Cities

VIRGINIA DARE

**EXTRACT CO., Inc.
Bush Terminal Building No. 10
Brooklyn 32, New York**

Zip! it's open

**½-GALLON
LINERLESS
ICE CREAM
CARTON**



Closest thing to zipper action is the way Marathon's ½-Gallon Linerless Ice Cream Carton opens. No strong-arm tugging needed . . . and it never tears. Its closure flap is glued in a saw-toothed pattern . . . holds firmly yet zips open as easily as the smaller Linerless Cartons. The wide top opening makes serving a cinch. Ideal for storage in home freezers, or for institutional use, the ½-Gallon Linerless stands up in use . . . builds up gallonage.

If you want increased ice cream sales, see your Marathon representative or write Marathon Corporation, Menasha, Wisconsin.



Marathon
packaging that sells food

VITAFREZE* in action!

*Patents Pending, T M Reg. U.S. Pat. Office

Everyday in the U.S.A., VITAFREZE production equipment makes millions of sticks, cones, bars, saving owners thousands of dollars in labor ... making products of superior quality and color appeal.

Let VITAFREZE Engineer And Build Your Novelty
Production Equipment -- Brine Tanks, Conveyors, Automatic
Coating -- Bagging Machines And Other Equipment.

Add Your Name on This List of Modern Plants
Making it **PAY** The VITAFREZE Way.

Artic Ice Cream Co.
Arms Dairy Prod. Co.
Alta Vista Creamery Co.
Arden Farms Co. (6)
Asselin Creamery Co.
Bakers Frozen Sweets
Barber Pure Milk Co.
Beatrice Foods Co. (8)
Bell Ice Cream Co.
The Bennett Creamery Co.
Bevly Dairies, Ltd.
Biltmore Dairy Farms
Blossom Dairy Co.
The Borden Company (11)
Bresler Ice Cream Co. (2)
Bridgeman-Russell Co.
The Brock-Hall Co.
Brookfield Ice Cream, Ltd. (2)
Broughton's Farm Dairy, Inc.
Brown's Velvet Ice Cream, Inc.
Buttercup Ice Cream Co.
Carnation Company (8)
Caro-Maid Ice Cream Co.
Chamberlin Ice Cream Co.
Chapman Ice Cream Co.
Chenango Ice Cream Co., Inc.
Clover Brand Dairies, Inc.
Clover Creamery Co., Inc.
Cloverdale Farms
Cloverdale Dairy Prod.
Coastal Dairy Prod. Inc.
Coble Dairy Prod. Inc.
Columbia I. C. Co.
Country Club Dairy Co.
Creamland Dairies, Inc.
Crescent, Covington, Ky.
Crescent, St. Paul
Crescent, Winnipeg
Crest Ice Cream Company
Crown Ice Cream Co.
Cupid Ice Cream Co.
Dairymen's Assoc. Ltd.
Dairyland Milk Products, Inc.
Dairy Lane, Inc. Coop.
Dairy Distributors Inc. Coop.
Damascus Milk Co.
Delvale Creameries, Inc.
Deluxe Ice Cream Co.
Detroit Creamery Co.
Dexter Dairy Co., Inc.
Dixie Dairies
Dolly Madison I. C. Co.
Domestic Brands, Inc.
Dothan Ice Cream Co.
Dunkirk Ice Cream Co.
Eckels Ice Cream Co.
Edgewood Dairy
Eliot Creamery Co.

Euclid Dairy
Everyday Ice Cream Co.
Fairmont Foods Co. (8)
Farmer's Creamery Co.
Farley's Ice Cream, Inc.
Fenn Bros, Inc.
Finka's Ice Cream Co.
Forbes Products Co.
Foremost Dairies, Inc. (7)
Fort Smith I. C. Co.
Franklin Ice Cream Corp.
Franklin Co-op. Creamery
Freilach's Ice Cream Co.
Frechtling Dairy Co.
Frocker's Ice Cream Co.
Frostkist Ice Cream Co.
Frozen Products Co.
Fussell Young Ice Cream Co.
Galveston Star Dairy
Garden Farm Dairy
Gardner Dairy Products Co.
General Ice Cream Co. (6)
Georgia Carolina Dairies
Gillespie Milk Products Co.
Glacier Trail Creamery Co.
Golden Quality I. C. Co.
Good Humor Ice Cream Co. (2)
Goodman American Corp.
Halifax Creamery
The Harding Co.
Harris Quality I. C. Co.
Harwill I. C. Co.
Hawthorn Melody Ice Cream
Highland Dairy
Highland I. C. Co.
Hills Ice Cream Co.
Holland Custard & I. C. Co.
Horlick's Creameries, Inc.
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Haines CaBrook I. C. Co.
Iceland Corp.
Idaho Creameries
I.G.E.A. di A. Marchi & C.
Howard D. Johnson Co. (2)
Jones & Griest, Inc.
Kansas City Diced Cream Co.
Lane Ice Cream Co.
Legion Ice Cream Co.
Luick Ice Cream Co.
H. A. McDonald Creamery Co.
Manary Ice Cream
Maloff I. C. Co.
Maola Milk & I. C. Co. (2)
Martin's Mi-Choice I. C. Co.
Matheos Bros. I. C. Co.
Mayfield's Creamery

Meadow Gold Co. (4)
Medowsweet Dairies, Inc.
Mell-o-Made I. C. Co.
Meyer & Powers I. C. Co.
Midwest Dairy Products (2)
Modern Milk & I. C. Co.
Modern Dairies, Ltd.
Monticello Dairy, Inc.
Mountain View Dairies, Inc.
Northland Milk & I. C. Co.
North Pole Cold Storage
Ohio Ice Cream Co.
Page Dairy Co.
Peacock Dairies
Peachtree Dairy
Penn Dairies
Perry Creamery Co.
Pet Dairy Products Co. (4)
Pevally Dairy Co.
Philadelphia Dairy
A. Philips & Sons
Pine State Creamery
Plantation Foods, Inc.
Price's Creameries, Inc.
Reick-McLunkin Dairy Co. (2)
Rich Ice Cream Co.
Richman I. C. Co.
Richmond Dairy Co.
Royal I. C. Co., Detroit
Royal Dairy, Tampa
Russell I. C. Co.
Sanitary Farm Dairy
J. J. Schmidt, Inc.
Shuker Elec. Co.
Shurtleff I. C. Co.
Silverwood Dairies
F. H. Soldwedel & Son
Southern Dairies, Inc. (6)
Southern Maid, Inc.
Sprackels-Russell Co.
Steffen Dairy Foods Co.
Sturtevant Dairy Products Co.
Sunset Dairy
Swift & Co. (13)
Town Talk I. C. Co.
Union I. C. Co.
United Dairy, Inc.
Valley Farm Dairy Co.
Vogt's I. C. Co.
Waldorf I. C. Co.
Walker Creamery Prod. Co.
C. Wehr Dairy
Welch Milk Co.
Wells Dairy
White Dairy Products Co. (2)
Widemire's, Inc.
Ira Wilson & Sons Dairy Co.
Yungling Dairy Products Corp.

Write for
FREE
Catalog
and More
Details

VITAFREZE* Equipment, Inc.
*Patents Pending, T M Reg. U.S. Pat. Office

6601 EASTERN AVENUE

SACRAMENTO, CALIFORNIA

Sales Representative - Joe Lowe Corp., New York City

better investment!

Even though initial cost may be the same regardless of which ice cream cabinet you may buy, a big difference in profit invariably shows up in a Nelson.

The answer lies mainly in Nelson's proved dependability which promises many extra years of trouble-free performance. Better engineering, more careful construction and the finest materials, backed by 54 years of experience, can only mean one thing to the buyer of equipment — less maintenance expense and lower operating cost add up to greater net earnings.

When you buy Nelson Ice Cream Cabinets you make a better investment because every dollar saved on up-keep produces an extra dollar in profit.



★ write for
complete catalog

E. NELSON MANUFACTURING CO. 4014 N. Union Boulevard, St. Louis 16, Mo.



Some feel we also lean backward

"Leaning over backwards" is an expression often used both as friendly criticism of one whose actions appear to us as a little strait-laced, and also in admiration of one who always puts extra good will into his relations with others.

Here at Vanilla Laboratories we call it just good business to put extra care and thought into the making of the best Vanilla possible to suit the needs of any particular product.

We make Pures, Blends, Concentrates and Powders, and use various combinations of these whenever a product requires it for the best flavor. If it's a combination, the label says so.

Our friends sometimes say we lean over backwards when we label our products to conform to the spirit and letter of the law, but we believe that only when it is a Pure, our label should say "Pure."



anilla Laboratories, Inc.

ROCHESTER, N. Y.

PURES—BLENDS—CONCENTRATES—POWDERS

Every Top Management Man... In Every Industry

SHOULD BE ABLE TO ANSWER THESE QUESTIONS ABOUT A MOST CRITICAL EMERGENCY IN OUR COUNTRY'S AFFAIRS

Q. Why is iron and steel scrap a matter of importance to me?

A. Steel for our country's military program and civilian economy is being produced at the annual rate of 107,000,000 tons in 1951 . . . 119,500,000 tons expected in 1952. Steel-making capacity is being increased now to meet those quotas.

What Do I Get For My Scrap?

In addition to being paid for your scrap, you remove nuisance inventory from your plant—saving valuable floor space. Also, you have a better chance of *getting* new steel or steel products. But, *most important*—you help alleviate a dangerous condition threatening our country's capacity to rearm and satisfy civilian requirements at the same time.

Q. How does scrap figure in the production of steel?

A. Steel is composed, generally speaking, 50% of pig iron, 25% of "production" scrap (that is, the scrap which is produced as a by-product of steel-making) and 25% of "purchased" scrap.

Q. Is scrap getting scarce?

A. Yes. The supply of *purchased* scrap is not increasing fast enough to meet the needs of increasing steel production.

Q. What if the needed scrap isn't obtainable?

A. Open-hearth furnaces will not be

able to operate at capacity. That will mean a loss of steel production . . . and fewer products made of steel.

Q. Why not use pig iron instead of scrap?

A. Every ton of scrap conserves approximately 2 tons of iron ore, 1 ton of coal, nearly $\frac{1}{2}$ ton of limestone and many other vital natural resources—to say nothing of the extra transportation facilities that would be otherwise required.

Q. How can *more* scrap be furnished?

A. By everybody pitching in—as we always do in every emergency—and searching out all possible sources of scrap.

Q. What are these sources?

A. Metal-fabricating plants normally



Every pound of idle metal is needed to keep our steel mills operating at top capacity. Sell your idle metal to a local scrap dealer right away.

turn over to scrap dealers the scrap left from machining. But there's not enough of this to fill our present enormous need. So everybody—both in and out of the metal-fabricating industries—must sell scrap in the form of *idle metal*.

What Do I Do First?

Write for free booklet. It tells how to set up a Scrap Salvage Program in your plant. Thousands of plants are cooperating. Do your part now! Address Advertising Council, 25 West 45th Street, New York 19, N. Y.

Q. We don't produce scrap—how can we help?

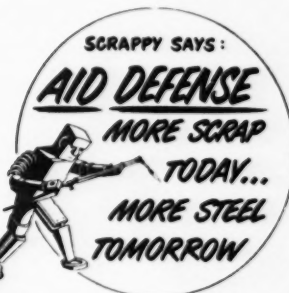
A. Scrap is any kind of iron and steel that's gathering dust—obsolete machines or structures, jigs and fixtures, pulleys and wheels, chains and track, valves and pipe—*anything* with rust on it or dust on it. Non-ferrous scrap is needed, too.

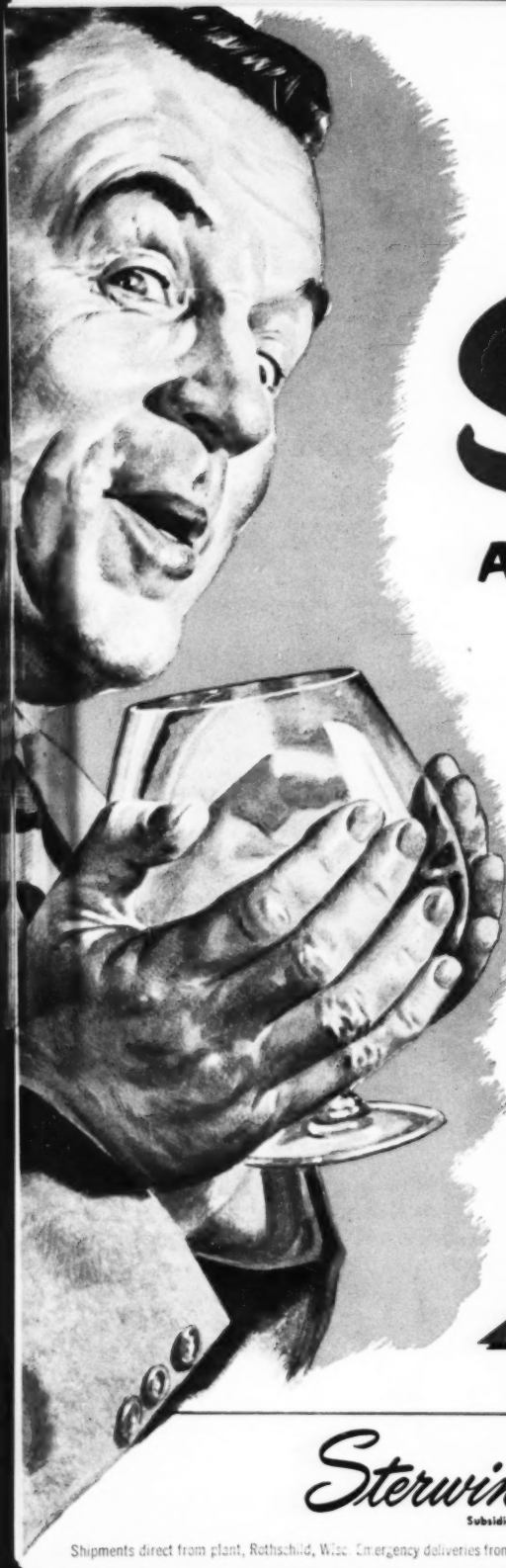
Q. What do we do with it when we find it?

A. Use your normal channels or get in touch with a recognized scrap dealer.

This advertisement is a contribution, in the national interest, by

ICE CREAM FIELD





Superb

AROMA and FLAVOR —

The Result of Skill and Experience

Like the finest Napoleon brandy . . . ZIMCO, the Original pure Lignin Vanillin, approaches perfection in exquisite aroma and superb flavor.

ZIMCO's outstanding excellence and uniformity of flavor are the result of its exclusive, patented manufacturing process . . . developed through years of scientific experiment and research.

For the taste and aroma that delights customers and sells more products, leading food processors insist on flavors made with ZIMCO Vanillin.

Remember . . . your best source of finished, ready-to-use flavors is your flavor manufacturer. Ask him about ZIMCO, the Original pure Lignin Vanillin. *There's nothing finer.*

ZIMCO.

WORLD'S LARGEST SELLING VANILLIN



Consult Your Flavor Supplier

Sterwin Chemicals, INC.

Subsidiary of Sterling Drug Inc.

• 1450 BROADWAY, NEW YORK 18, N. Y.
• 445 LAKE SHORE DRIVE, CHICAGO 11, ILL.

Shipments direct from plant, Rothschild, Wisc. Emergency deliveries from: Atlanta, Chicago, Dallas, Los Angeles, Portland (Ore.), Rensselaer (N. Y.), St. Louis and San Francisco

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ICE CREAM FIELD, June 1952

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VEGETABLE FAT FIRM

Amazing New Frozen Dessert!

Costello's FROZEN DELIGHT

...tastes just like the finest Ice Creams

COSTS ONLY 35¢ FULL QUART

Look for your flavor by the color of the carton!

FLAVORS: BLUE (Vanilla), BROWN (Chocolate), PINK (Strawberry)

Quality Assured

ONE OF THE FINEST FROZEN DESSERTS

PACKAGED IN RE-SEALABLE BAGS

ALL PURPOSE CARTONS

ATTENTION DEALERS

JOHAN H. Costello is the owner of J. H. Costello Company of St. Louis. He is not in the ice cream business but every dairy and ice cream man in Missouri and southern Illinois is talking about him.

On April 7 a three-color advertisement appeared in the *St. Louis Post Dispatch*. The headline read, "Amazing New Frozen Dessert . . . Tastes Just Like The Finest Ice Creams . . . Costs Only 35¢ Full Quart." This was the introduction of Costello's Frozen Delight (not an ice cream). Only a few spot announcements on television cooking shows had preceded the newspaper announcement.

On the weekend of April 11, demonstrators appeared in super markets and food chain stores in the St. Louis trading area. Their job was to serve samples in flat bottom cup cones to everyone passing the ice cream and frozen food cabinets. It is reported that they gave away between 500 and 1,000 cones per store each day.

When people asked, "Is it ice cream?" the demonstrator replied, "No, it is not." The campaign was de-

signed to sell a frozen vegetable fat product on taste and price.

The newspaper ad and the follow through programs on radio and television used ice cream as the standard of comparison. The copy stated, "Compare Costello's new Frozen Delight with ice cream! The taste is the same! Compare the price! Less than half as much for Costello's Frozen Delight, one of the smoothest, richest frozen desserts you ever tasted!"

Point-of-sale displays used reprints of the advertisement shown on this page. The Costello firm installed some of its own cabinets but most of the vegetable fat product was sold through existing equipment in food stores. Frequently the product is competing with a nationally known ice cream brand which retails in the food stores at two pints for forty-five cents.

Mr. Costello's firm is one of the largest producers of cottage cheese in the area. Its products have been sold through food stores in Missouri and Illinois for the past ten to fifteen years. The concern is also Illinois processor for Reddi-Wip. The Frozen Delight is being made at the St. Louis plant as well as at Mendota and Centralia, Illinois. In St. Louis, freezers and hardening rooms have been installed and a production man formerly with a Chicago ice cream company has been employed. Refrigerated trucks have been acquired and also combination high and low temperature trucks have been placed in use.

The formula for the vegetable fat product is said to have been developed by a well-known dairy college in the midwest. The label on the re-usable Sealright plastic protected container reads, "Contains milk solids, sugar, stabilizer, vegetable fat, certified color and natural and/or artificial flavoring (Not an ice cream)." Production at present is limited to three flavors with vanilla in a blue carton, chocolate in brown and strawberry in a pink colored package. Whereas the quarts retail at thirty-five cents, the half-gallon, which is the only other size offered, is retailed at sixty-nine cents.

The J. H. Costello Company has a reputation as a good merchandiser on cottage cheese. Mr. Costello appointed Howard H. Swacker who was formerly a dairy merchandiser for a midwest food chain, as his sales manager. Also two sales promotion men were employed to contact dealers. The heavy advertising in newspapers, radio and television continues through the southern part of Illinois and Missouri.

HITS ST. LOUIS TRADE

A VEGETABLE fat versus butterfat battle is raging in St. Louis. Conditions are so acute that national interests of the ice cream industry are endangered.

The St. Louis market is confused and demoralized. Tragic mistakes have been made. A price war has engulfed the industry spreading through southern Illinois and other parts of Missouri. The implications are so serious that ICE CREAM FIELD has decided to tear aside the beclouding veils and tell the entire industry what is happening. Events in this metropolis on the Mississippi River could occur in other cities too, because many states are vulnerable.

BULLETIN!

CHICAGO—Ice cream manufacturers in this city have surrendered to the demand for vegetable fat products, according to reports received by ICE CREAM FIELD at press time. The Chicago Health Department is said to have worked out procedures for controlling the source of the vegetable fat and the cartons and labeling used in connection with the sale of vegetable fat frozen products. Virtually every local ice cream manufacturer was expected to provide his dealers with a vegetable fat product. See Page 28.

To start chronologically, about a year ago a St. Louis company produced a frozen dessert made with vegetable fat to retail at thirty-five cents a quart. The firm while seeking volume, did not aggressively push the vegetable product to the detriment of the ice cream business.

However, in February and March of this year, rumors were confirmed that Jack Costello, an established figure in the cottage cheese business, was installing freezers, hardening rooms and buying transporta-

HAMPTON ELECTRIC CO.
St. Louis' Largest Electrical Department Store
3303 S. KINGSHIGHWAY Planders 6540
OPEN EVERY EVENING

**If You Like Ice Cream ...
You'll LOVE**



DEL CREST

The NEW
FROZEN DESSERT
By MEADOW GOLD

ONLY 35¢ FULL QUART

Taste it and compare with your favorite Ice Cream. You'll be delighted with this inexpensive high quality frozen dessert. Try your favorite flavor today. Vanilla, Chocolate, Strawberry.

Available at All Drug, Grocery and Confectionery Stores
Distributed By MEADOW GOLD ICE CREAM CO. 2119 Delmar
WATCH OUR TV PROGRAM ON KSD-TV FRIDAY, 4:30 P.M.

tion equipment. No small operator, Mr. Costello consulted a big dairy college for technical help on a formula reported to contain about ten per cent vegetable fat. Good quality natural flavoring and fruits were selected and the product was put up in plastic-protected containers which the consumer could wash and re-use for storing or freezing foods.

Then Mr. Costello hired a production manager with ice cream experience, a sales manager with a food store merchandising background, sales promotion men and a staff of store demonstrators. According to reliable reports from St. Louis, the super markets were presented with a sample of Costello's frozen dessert labeled, "not

EDITORIAL

BY HOWARD B. GRANT
Publisher, ICE CREAM FIELD



GLASS FRONT MODEL GF16

16 cubic foot capacity, with display shelf superstructure. Also available in Model GF12. Picture superstructure optional on both models.



OPEN TOP MODEL O12

Wide full length opening. Available with transparent or 3-dimensional picture superstructure. Holds 600 pint ice cream packages.



4CD MERCHANDISER

Sensational new self lighted GLOWING superstructure with plastic Clearview lid. Holds 17½ gallons bulk, 212 pint ice cream packages.



EXTRA CAPACITY MODEL 8EC

Large capacity in small space. Holds 65 gallons bulk dipping capacity.

FIRST
and still the finest!

**Schaefer Clearview Glass Top
Ice Cream Merchandising Cabinet
MODEL 20**

Available also in 8, 13 and 28 cubic foot capacities. Mirror, transparent or 3-dimensional picture superstructures optional.

Just plug in for satisfactory operation.

You Will
SELL MORE ICE CREAM
WITH
Schaefer Cabinets

It's a fact that Schaefer Ice Cream Cabinets will sell more ice cream for you! First, their handsome, inherent beauty and design can't help but attract customers and create a desire to buy. Second, and most important, Schaefer cabinets maintain your ice cream quality—under any and all conditions. There's a Schaefer cabinet for every ice cream stop—each the finest of its kind.

June is Dairy Month

SCHAEFER, INC.
SINCE 1929 MINNEAPOLIS



Manufacturers of
Schaefer Ice Cream Cabinets,
Frozen Food Cabinets and
Pak-A-Way Home Freezers.



ST. LOUIS SURVEY

An ICE CREAM FIELD survey of the vegetable fat situation in the St. Louis ice cream market indicated:

1. Most manufacturers are producing vegetable fat frozen products, and those who are not soon will.
2. Half of the area's ice cream manufacturers now are turning out low-butterfat frozen products.
3. Consumers believe that vegetable fat products are less fattening than butterfat items.
4. Vegetable fat products are being sold in food markets from ice cream cabinets.
5. "Confusion" is the most appropriate word for the current state of the St. Louis ice cream market.

an ice cream" and invited to compare it to a package of ice cream made by the local branch of a national chain. The food stores were assured the support of an extensive television, newspaper and point-of-purchase program. A big plus factor was the use of store demonstrators giving away sample scoops of Costello's product in cones during weekend sales days.

Starting the week of April 7, the Costello organization stampeded price conscious consumers as well as dealers into buying a thirty-five cent quart or sixty-nine cent half-gallon vegetable fat frozen dessert by dint of heavyweight advertising and point-of-sale persuasion.

One food chain reported the highest week of dollar sales in its frozen desserts and ice cream department. Some of the business admittedly was taken from sales of packaged ice cream but a greater percentage of the gain came from buyers who were not normally taking home ice cream. Checking on consumer reasons, the staff of ICE CREAM FIELD found that many people were buying the vegetable fat product out of curiosity, lower price attraction and the belief that vegetable fat desserts were less fattening than ice cream made with butterfat. Neither Costello nor others entering into the vegetable frozen desserts field makes claims that the product is less fattening. But it has been shown that the diet-conscious public believes a ten per cent vegetable fat is considerably less fattening than a ten per cent butterfat product. Obviously the dairy industry is guilty of a frightfully poor educational job to permit such fallacies to exist in the public's mind.

The turmoil in the St. Louis market increased when established ice cream manufacturers with great dairy interests entered the vegetable fat price war. Now Sealtest through its St. Louis Dairy is marketing a Party Pak vegetable product at thirty-five cents per quart. To meet the competitive situation, Beatrice Foods joined the war on May 2 with Del Crest, a vegetable fat frozen dessert at thirty-five cents per quart made by the local Meadow Gold Ice Cream Company.

At this writing others like Green Lea, Pevely and similar big ice cream names are either producing a vegetable fat product or seriously contemplating such a step. Pevely in the early stages of the war put tremendous emphasis on its Farm Crest ice milk package which contains four to six per cent butterfat and retails at thirty-three cents per quart. This firm reported excellent gains on the low fat, high protein dairy product. This was achieved through a stepped up television and newspaper campaign.

Old line ice cream manufacturers fear that St. Louis, under a price war which has seen regular ice cream sell for as low as fourteen cents a pint, may become a 100 per cent vegetable fat frozen dessert market. The big companies maintain that they will always offer quality ice cream but point out that vegetable fat costing about twenty-three cents a pound must be matched by butterfat costing eighty to ninety cents in the St. Louis market. It is said that a ten per cent vegetable fat is cheaper to use than a two or three per cent butterfat. Thus a bitter and prolonged war between the butterfat and vegetable fat interests is shaping up in St. Louis, a war that could become national in scope as did the butter vs. oleo controversy.

The mistakes made by the ice cream industry in St. Louis should be carefully noted to prevent recurrence in other parts of the country. In the first place, the public educational campaign on dairy products was pitifully weak. Secondly, the advertising of ice cream in newspapers, radio, television and at the point-of-sale was limited until the ice cream concerns were forced

Values!

A&P

New Frozen Dessert!
Costello's
FROZEN
DELIGHT

Or 35¢
Quart of these delicious Desserts - Vanilla, Chocolate or Strawberry

1/2-Gal 69¢
Quart

Ann Page Foods

NEWSPAPER ADVERTISEMENT placed by A&P chain to focus attention on vegetable fat frozen product is reproduced here.

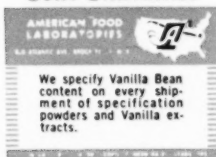
How many

vanilla beans

in this bottle?



Your Guarantee



**We specify Vanilla bean
content on every ship-
ment of pure Vanilla!**

Remember the old guessing game in the window at the corner druggist? As a store promotion, it was good business. But guessing is always bad business, if you're buying Vanilla extracts and powders! Rely on AMERICAN FOOD, and be sure of the Vanilla bean content. *When you buy, we specify!* You see the exact Vanilla bean content labeled on every shipment. And you know for sure, *it's the Vanilla flavor folks favor!*



AMERICAN FOOD LABORATORIES, inc.

860 Atlantic Avenue, Brooklyn 17, N. Y.

3968 NORTH MISSION ROAD, LOS ANGELES, CALIF. • PHILADELPHIA • BALTIMORE • DETROIT • CHICAGO • SAN FRANCISCO

LEGAL ASPECTS

According to Joseph T. Stakes, Director of the Missouri Department of Agriculture's Dairy Division, here are some of the legal aspects of the vegetable fat situation in St. Louis.

1. An opinion now is pending in the office of the State Attorney General relating to the legality of the manufacture of frozen desserts made with a combination of vegetable fats and milk solids.

2. The Missouri Food and Drug Act provides that the product must be prepared under sanitary conditions; it must be properly labeled; and advertising must not be misleading. It must not be implied that the product is an ice cream.

3. Ice cream legislation in Missouri is "entirely inadequate" and will no doubt be modernized via appropriate legislation to be introduced next year.

into big consumer programs by the Costello campaign. The third mistake, and possibly the most serious, was the aping of the pattern of advertising set by the vegetable fat interests. For example, Costello advertised, "tastes just like the finest ice creams" and along came an ice cream manufacturer answering back with a new vegetable fat product carrying the slogan, "If you like ice cream . . . you'll LOVE Del Crest." Thus in the anxiety to meet the competition of vegetable fat, the dairy industry is producing the same product and emphasizing that the public will "love" it. A typical example is found in the ad shown on page 21.

Fortunately, there are signs that cooler heads are prevailing. It has been learned, for example, that the Beatrice Foods organization, which sponsored the aforementioned advertisement, considers the incident as an error in judgment resulting from the intense competitive atmosphere. (In all fairness, it should be noted that other large dairy manufacturers paid for

similarly-worded advertisements.) A spokesman for the Meadow Gold producer pointed out that "it is not the policy of our company to promote any product to the detriment of ice cream." In repudiating the advertisement, he declared that it had not been cleared with the company's general offices, and added that "there would be no more pot shots taken at ice cream."

Expert opinion believes that the public will demand and buy a one hundred per cent dairy product if the quality and price are in line. The dairy industry has found an answer in the low-fat protein frozen dairy desserts such as described exclusively in the February, 1952 issue of *ICE CREAM FIELD*. These products, ranging from three and one-half per cent to six per cent butterfat content, have been accepted by the consumer when made and sold right.

It is interesting to note that there is a sizable public demand for less fattening foods and these low-fat dairy products, nutritious and easily digested, answer these requirements. It is reported that ice cream manufacturers are devoting larger proportions of their advertising budget to ice milk and similar frozen dairy desserts to maintain the use of butterfat and hold off vegetable fat inroads. Typical is the program of the Midwest Dairy Products Company.

Ice cream manufacturers everywhere know that there will always be a public demand for quality, high butterfat ice cream. So long as there are quality minded buyers with ability to pay for the best, the industry will enjoy a demand for its regular line of products as well as for French style and premium style packages. But the industry must not close itself off to the profits inherent in the sale of low butterfat items if for no other reason than they serve as a bulwark against the inroads of vegetable fat products made legally or surreptitiously. Each and every ice cream manufacturer can learn a valuable and significant lesson by studying the current market conditions in St. Louis.

Amerio Refrigerated Bodies

**DESIGNED
CONSTRUCTED
STYLED**

**To Serve You Better
To Last You Longer
For Distinction**

Self-Contained Dry Ice Ammonia

Let Us Quote



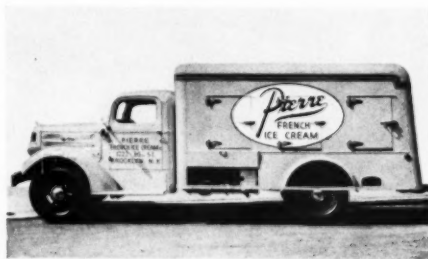
REFRIGERATED TRUCK BODIES

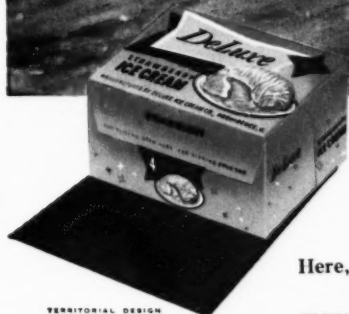
REFRIGERATING EQUIPMENT CO., INC.
929-36 Forty-Fourth St. Union City, New Jersey

"Serving The Better Buyers"

DRY ICE EQUIPMENT

REFRIGERATED EQUIPMENT





TERRITORIAL DESIGN
929 L.S. - © 1951

A Beautiful Combination

Here, in Butler Handy-Serv Ice Cream Cartons are combined: (1) Speedy Delivery Service, resulting from exclusive, fast manufacturing process, and (2) Precision Performance on Your Packaging Line, thus reducing costly down-time. Here also is Functional Perfection with distinctive color and design. Clean-cut, four-square, sturdy packages that help sell your ice cream.



IN CORRECT CARTON CONSTRUCTION

BUTLER Sales cartons for ice cream

THE BUTLER PAPER PRODUCTS COMPANY • TOLEDO 10, OHIO
MEMBER—PARAFFINED CARTON RESEARCH COUNCIL

VEGETABLE fat frozen products, having picked up considerable momentum in Missouri and southern Illinois, crashed the Chicago market late last month with two large dairy organizations announcing via newspaper advertisements that they were producing packaged frozen desserts made with heretofore designated "foreign" ingredients.

First to make vegetable fat frozen products available to Windy City consumers was the Borden Company. A full page advertisement in the May 27 *Chicago Tribune* called attention to "Charlotte Freeze". This was described as "far smoother—much richer tasting—lots more flavorful than any frozen dessert at anywhere near the price." The

products was advertised to sell at nineteen cents per pint. (See the accompanying reproduction of this significant advertising message.)

Bowman Dairy Company, through its subsidiary, Frosty Products Distributors, was next to climb aboard the vegetable fat wagon. The day after the Borden Com-

pany advertisement was published, a similar notice appeared in the same newspaper. The Bowman announcement described that company's vegetable fat product, known as "Del-Frost", in this manner: "Tastes like ice cream, but costs much less." Retail price was set at nineteen cents per pint.

Oliver Smaha, Borden Company District Chairman in the Chicago area, told ICE CREAM FIELD that "Charlotte Freeze" is being produced in pint packages only, but that larger sized containers would be used if volume warrants. He noted that the vegetable fat product, available in vanilla chocolate fudge, vanilla, neopolitan, and vanilla raspberry, was being produced in conjunction with Borden ice cream and ice milk products, and that sales results would determine if all three were to be continued.

He said that the decision to manufacture vegetable fat products was motivated by the desire to provide consumers with a choice of three good products, as well as by the recent developments in the St. Louis area.

Borden is making "Charlotte Freeze" with six per cent vegetable fat, and the retail price of nineteen cents allows a "normal" profit, according to Mr. Smaha.

Expectations at press time were that other major ice cream producers in Chicago soon would join Borden and Bowman in manufacturing vegetable fat frozen products.

Two Chicago Firms Use Vegetable Fat As Trend Spreads

'Tisn't sherbet—

'Tisn't custard—

'Tisn't just another frozen dessert—



It's Charlotte Freeze

From Borden's—blissful-est dessert 19 pennies ever bought

Try this new Borden treat! Wonderful and deliciously smooth in texture—far smoother—much richer tasting—lots more flavorful than any frozen dessert at anywhere near the price. That's because Charlotte Freeze is made with vegetable fat—Borden's revolutionary new formula—to give you a brand new eating pleasure.

Get Charlotte Freeze—ready to eat—just add water where Borden's Ice Cream is sold. The answer lies here—far the more you eat, the more you want!

For London House:
VANILLA CHOCOLATE FUDGE • VANILLA
NEOPOLITAN • VANILLA RASPBERRY

ONLY 19¢ A PINT

as sold under Borden's



Made by The Borden Company • Made wherever Borden's Ice Cream is sold

SELLING

SEMINAR



PRACTICAL EXPERIENCE
at the dealer level is included in the General Ice Cream Corporation training program for salesmen.

How We Train Our Salesmen

BY K. W. CORRIDAN
General Ice Cream Corporation
Schenectady, New York

WE have always had some semblance of a sales training program at General Ice Cream, but in January of 1951 it was decided to install a separate department with all its efforts to be concentrated on teaching our salesmen to be better and more productive sales people.

Our problems were the same as those of many other companies. Our salesmen had a strong desire to learn and wanted information that would help increase their earning power. Our job in sales training was to set up such a program in chronological order, taking first things first.

The first question we asked was "Where shall we start?" In trying to answer that we found ourselves going around in circles with various opinions as to just what the salesman's job consists of, and that in itself gave us the starting point.

Why not ask the salesmen just what their job is? And that is what we did. We chose a committee of salesmen from our various territories in order to have a representative cross section. We asked the chosen men to talk to as many other salesmen within their areas as they could reach, in order that we might have the thinking of as many men as possible. The committee was

(Continued on page 70)



NOW . . . Accepts 2 Nickels or Dime!



Write today for details on our new financing plan. Dairy-Vends are available for immediate delivery!

Vendo

Dairy-Vend
TRADE MARK

ICE CREAM VENDER

Dairy-Vend's new nickel-dime mechanism will capture a greater number of sales . . . no longer will sales be lost for the lack of a dime!

Customers, too, will appreciate the convenience of this new two-nickel or dime feature.

Only Dairy-Vend offers mechanical simplicity . . . providing the utmost in trouble-free service. And only Dairy-Vend has set the standard of performance in holding and dispensing ice cream at the right eating temperature.

Look to Vendo for the finest in automatic merchandising equipment — now and in the future!



THE VENDO COMPANY

7400 EAST 12TH STREET • KANSAS CITY 3, MISSOURI

WORLD'S LARGEST MANUFACTURER OF AUTOMATIC MERCHANDISING EQUIPMENT

ICE CREAM FIELD, June 1952

New Haven Bulk Group Continues Campaign



BULK ice cream is disappearing from dealers' cabinets in New Haven, Connecticut these days almost as fast as it is placed there by six New England ice cream manufacturers who are cooperating in a program to promote "freshly dipped" vanilla, chocolate and all the other popular flavors.

The experimental campaign was launched in April, with the "banana boat", a concoction similar to a banana split, in the spotlight. Next, the cooperating ice cream manufacturers turned their attention to a three-scoop ice cream cone called the "big three." And this month the merchandising maneuver involves the "big bucket"—a special container filled with ten generous #24 scoops of ice cream (see illustration at the top of this page).

Each participating manufacturing concern—Borden Company, Breyer Ice Cream Company, Brock-Hall Dairy Company, General Ice Cream Corporation, Golden Crest Farm Ice Cream Company, and H. P. Hood and Sons—reports that "substantial increases" in the sale of bulk ice cream have been achieved as a result of the April and May campaigns. The cooperative advertising and merchandising test in New Haven has been referred to as "an established success" by the participants.

As in the first two promotions, the June program will be characterized by an integrated advertising pro-

gram. Each company will run its own advertising in rotation to provide continuous and forceful support for dealers. In addition, outlets will be provided with data sheets, banners, and other sales aids.

The slogan, "Most People Prefer Freshly Dipped Ice Cream" will be displayed prominently again this month. Consumers who purchase the "big bucket" will be given a choice of flavors and the scoops will be arranged in the container to create maximum eye and appetite appeal.

A further highlight of last month's cone promotion was the product sampling conducted at the New Haven County Home. Close to 200 children served as a "juvenile jury" and passed judgment on the "big three".

With Superintendent Fred L. Stickels serving as dispenser, the children lined up to test the tempting twin-type cone filled with three scoops of ice cream. Not one member of the "jury" shirked his responsibility, and all voted in favor of a "re-trial".

As the New England concerns made plans to continue their bulk ice cream program, it was learned that national interest has been aroused in the New Haven experiment. James C. LaGrue, National Folding Box Company executive, and Secretary of the committee, has revealed that many inquiries have been received regarding the availability of these promotions for use in other parts of the country. He asked that requests for information and materials should be addressed to him, c/o Box 1004, New Haven, Connecticut.

YOUTHFUL RESIDENTS of the New Haven County Home sampled the "big three" ice cream cone promoted last month by six New England manufacturers. Their verdict: "we want more".



ICE CREAM FIELD, June 1952



DONALD will direct traffic to your "ICN" stops!

Donald has given the "go sign" to his millions of young followers . . . he's directing them to your ICN stops!

And this is "easy-to-bear" traffic that means steady customers all summer long . . . all clamoring for the tops in delicious, cooling refreshment . . . of course, we mean . . .

It's Easy
to Build Profits
with I.C.N.



ICY-FROST[®] TWINS

KREAMI-FROST



DUCKY-DUBBLE

FUDGI-FROST[®]



Ice Cream Novelties

A DIVISION OF FRUIT PRODUCTS CORPORATION

601 WEST 26TH STREET, NEW YORK 1, N. Y.

400 WEST OHIO ST.
CHICAGO, ILL.

2744 EAST 11TH ST.
LOS ANGELES, CALIF.

100 STERLING ROAD
TORONTO, ONTARIO, CANADA

"ICN", "ICY-FROST", "DUCKY DUBBLE", "FUDGI-FROST" and "KREAMI-FROST" are Trade Marks of FRUIT PRODUCTS CORPORATION, NEW YORK, N. Y.

IS YOUR DIPPIN' SLIPPIN'?

BY BYRON A. WILSON
Abbotts Dairies
Philadelphia, Pennsylvania



SOME of us, I'm certain, can recall the ice cream business of thirty years ago, whether we were associated with the industry or were only consumers, and can remember that generally the only form in which ice cream was made, or could be purchased at retail was *BULK*.

I think we can truthfully say, without fear of contradiction, that the one single phase that can be attributed more than any other to the early development and sound financial position of the industry as a whole was *BULK* ice cream. Volume has been built on public demand for bulk; and so has profit, because of the fact that not too many years ago the manufacture, storage and delivery of but one ice cream piece meant from ten to forty quarts, as compared to the average four-quart unit of today.

Predicting a decrease in the demand for bulk ice cream, and concerned with the swing to the factory filled package, most of the industry's top level PROPHETS overlook the PROFITS in bulk—profits for manufacturer and dealer alike. Top level sales-management at Abbotts has continually held to the firm belief that most people are partial to bulk ice

cream. Without playing down the "price popularity" of the package, we have steadily, year after year, strengthened our bulk ice cream efforts—until today, analyzing the sales figures for our own business, we find to the astonishment of many but not to ourselves that seventy-three per cent of our total volume is bulk ice cream.

This paper is predicated on what Abbotts has done in '51 and what we propose to do in '52 under the sales patron of Alan Miller. We not only expect to hold but to increase the enviable percentage of our own "bread and butter" line—*BULK* ice cream.

Our plan of approach in dealing with the bulk problem begins with our sales personnel and their preparation in handling a defined program, presenting it intelligently, and doing the actual promotion work at the "point of purchase"—thus accomplishing our purposes with the resultant profits to the company, the salesmen and the dealers.

From the following comprehensive list of "Methods and Materials" applied by Abbotts Dairies to reach this high level of bulk business, it is our sincere hope

SATISFIED CUSTOMERS

...will exclaim!

TASTY

CRISPY

TANGY

BUTTERED TOASTED PECAN ICE CREAM
IS GAINING NEW POPULARITY
IN EVERY STATE OF THE UNION
BECAUSE SATISFIED CUSTOMERS
ARE BUYING MORE AND MORE
OF THIS DELICIOUS TREAT.

NUTRITIOUS

FLAVORFUL

Yes, and satisfied ice cream
manufacturers are ordering
more and more CAPCO
BUTTERED TOASTED PECANS
because they are so economi-
cal, so clean, so easy and
ready to use. CAPCO quality
is uniform because our pecans
are carefully screened and
processed with high score,
pure creamery butter. Shipped
the same day processed to
insure absolute freshness.

"Delightfully different and Nutritious"

Capco

BUTTERED TOASTED PECANS

PACKED IN 25 LB. CARTONS

FORM BP 22

THE CHARLES A. PETERSON CO.

917 CARNEGIE AVE. • CLEVELAND 15, OHIO



at least some might be applied advantageously to your business.

SALESMEN: The key to any successful sales or merchandising program is *manpower*. Without the help of aggressive, competent and well trained men on whom rests the responsibility of intelligently presenting and carrying out your company's policies and programs, any plan to build bulk ice cream volume will bog down. In this respect, the salesman is your key man. Be discriminating in the selection of new territory men. During their period of indoctrination and training, continually impress upon them the importance of bulk ice cream to the general welfare of the industry, the company and the dealer, and stress the public's preference for bulk, and the monetary benefits to himself for quartage increases. The same is true in the re-education program for older salesmen.

MERCHANDISING: Merchandising men, too, are *manpower* and are an important part of any bulk promotion program. These trained, experienced fountain-luncheonette operators, with more time to apply company merchandising policies and physical promotion principles at the retail level are specialists in setting up new accounts, working with new owners, and handling trouble spots where we are confronted with the threat to go "off bulk" and throw out the soda fountain. We have been well rewarded for the time spent by these men in such accounts, particularly in regard to marked increases in bulk sales.

I.C.M.I. SCHOOL: All sales personnel, salesmen and merchandisers alike, after indoctrination and re-education in plants and territories, are sent to George Hennerich's training school in Washington for a two-week refresher course. There they learn proper dealer approach, and the importance of bulk in the wholesale and retail phases of our business. This course does

much for the men—but if it did nothing else—it builds confidence and enthusiasm, and instills in the men a determination to a better selling and/or a better merchandising job.

HANDBOOK: An operations handbook on products and prices in a pocket size binder is carried by each salesman at all times. It contains standardized formulas, preparation procedures and ingredient costs, with a graduated scale of selling prices and gross profit percentages as a guide to both the salesman and the retailer in establishing proper price structures for hand packed carry outs and hand dipped fountain items.

INCENTIVES: Our sales incentive for all men is based on quartage increases in established outlets. With the big lift afforded by bulk promotions at the retail level, the comparatively small quota set for each territory man, amounts to an increase of "1½ pints per day per dealer" over the previous year. I don't think I'm revealing any secrets by telling you that this simple incentive plan meant one and a half million quarts of increased ice cream sales to Abbots Dairies last year.

MANUAL: We have incorporated in our sales manual a set of sixteen simplified, down-to-earth charts, setting forth in easily understood phrases and figures the basic fundamentals of bulk take-home and combination sales, standardized fountain formulas and ice cream services, and showing new uses for ice cream or items containing ice cream or fruit ice that complement other allied foods. We gained enthusiastic support of the men and held the interest of the dealer by showing how achievement of this "1½ pints per day" increase was practically effortless with bulk ice cream. We showed him, for instance, that it meant only five #12 dips, six #16's, seven #20's, nine #24's or ten #30 dips of bulk ice cream or fruit ice. But we didn't stop there. We broke down the charts even further to show the number of unit sales required to reach this goal—five a la carte servings, or three sundaes, or four double dip cones, or seven a la modes, etc.

RESTAURANTS: Realizing that the restaurant, tea room, diner, cafeteria, dining room and food catering type account had not been approached generally and offered unlimited possibilities to improve their bulk volume, we also incorporated special insert sheets for our operations hand book, listing fifty or more ways to use bulk ice cream and ices with full course meals, combination lunches, etc.

MID-AFTERNOON: And in connection with this restaurant trade, we have made unusually good progress in tapping a virtually untouched bulk market by gaining dealer cooperation in setting up sundaes and milk shake facilities enabling this type of account to improve his dollar volume and bulk quartage by featuring unusual ice cream combinations at special prices in mid-afternoon between peak food periods.

MENUS: Since we stand the expense of custom



MODEL GF-80

MODEL SG-141

More Display at Less Cost!

Anheuser-Busch is proud to present its space saver. A low-cost glass front cabinet designed to get the *most* out of that small store area. Its 4-glass Thermopane window and generous top opening does a merchandising job worthy of a cabinet twice the size. And speaking of size, the storage capacity of this model is rated at 8.0 cubic feet. Think of it! *Eight* cubic feet of merchandising space yet it's only 44 $\frac{1}{16}$ " long and 29 $\frac{3}{4}$ " wide (goes thru any standard door). For additional information on this or any of the 21 models in the A-B line, write:

mark of



Excellence

ANHEUSER-BUSCH, INC.
ST. LOUIS, MISSOURI

printing menus on stock covers, we have taken a firm stand where the "crow-burgers" and "tube steaks" have threatened our ice cream representation. We reserve the right half of fountain menus primarily for ice cream and through good layout and our own descriptive copy have been able to influence more customer decisions to purchase more bulk items. We have proven, for instance, that a "Glorified Fudge Sundae" made with generous portions of Abbotts ice cream, covered with rich chocolate sauce and garnished with whipped cream and whole maraschino cherry" outsells the listing of a "plain chocolate sundae," gaining volume for the dealer at the same retail price.

INSERTS AND CLIPS: Menu inserts and clip-ons direct consumer attention to bulk ice cream specials of the day. By featuring "Great Gobs of Goo," some of these "moron delights" containing up to eight dips (that would turn the stomachs of most of us) move a lot of bulk ice cream to teenagers and others.

QUARTAGE CARD: Quartage cards showing a scale of volume rebates offer dealers incentive to reach the next higher bracket. Posting his daily "buys" arouses his competitive spirit to beat the quartage for the same month of the previous year. By checking the entries on this card regularly, the trained salesman can point out how much faster bulk builds volume and the comparative ease of exceeding the past year's quartage by featuring bulk. At the same time, the dealer is informed about reducing his net cost per portion by earning additional rebates.

SPECIAL FLAVOR POLICY: We, at Abbotts, have held to the firm belief that certain special flavors should not be included in package combinations. Vanilla-fudge, coffee, chocolate mint, egg nog, butter-scotch and similar popular favorites are offered in bulk only. With effective advertising constantly building consumer demand, dealers are more or less obliged to stock these bulk favors or lose sales.

TEN-QUART CANS: In suburban areas and in rural districts, particularly, we encourage dealers to offer ten-quart cans at a generous saving under the "packer quart" price, with a fair profit to the dealer on a quick turn-over, large unit sale.

And we don't mean at a "give-away" price of three or four dollars—but at a fair price of \$6.50 to \$7.50 per can. This program has great appeal to both dealers and home freezer owners.

DIPPER PAD: Because maintenance of the fine texture of Abbotts ice cream is important to holding the public's preference for bulk, we take particular care to instruct and train owners and dispensers on proper handling, to preserve its consistency when dipping, packing or spooning. To prevent formation of ice crystals in bulk caused by wet dippers, we make available to all dealers a cellulose sponge.

TRADE SUPPLIERS: Advancing costs for paper

goods has been another factor in discouraging dealers from packing bulk carry-outs. We have met this challenge and held innumerable dealers on bulk by subsidizing the cost of trademarked paper supplies including quart, pint and ½-pint containers. Sold to dealers through local paper jobbers and distributors, these containers assure positive brand identification.

SYRUPS AND TOPPINGS: Believing that quality bulk ice cream deserves quality toppings, we continually campaign to get dealers to use only the best fruits and flavors.

NEIGHBORHOOD ADVERTISING: Continuing the practice of custom printing various types of neighborhood advertising pieces, we play up bulk copy, building consumer solicitation, directing people to the store where they will find a complete line of popular bulk flavors. As an additional incentive, we often incorporate a coupon ("Good for 5c") toward the purchase of a quart of bulk, or some special fountain item containing bulk ice cream—and we don't redeem the coupons.

WINDOW DISPLAYS: Our four window displays per year all carry a bulk ice cream theme—keeping consumers bulk conscious at every possible vantage point.

NEW WET STOPS: The conversion of dry stops to wet goes on unceasingly, because we know that here is the last frontier for a new bulk ice cream market. Placement of over 200 "Bob-ettes" has completely changed the character of this type account, giving us 200 outlets that never before sold as much as a #30 dip of bulk ice cream. Installed on a 1/3 down basis, the dealer, anxious to pay-off the surcharge balance, really puts this unit of work. From this modest beginning and after a fair trial period, the dealer proves to himself that this set-up pays off: In many instances, it has led to a full fountain installation.

MONTHLY PROMOTIONS: Probably by now most of you agree that this is the same stuff they keep telling you down at the office, and are beginning to wonder what we do to promote bulk ice cream at the point of sale.

Working on the premise that thirty-five per cent of all purchases are "spur-of-the-moment" transactions, we know that a stepping up of impulse sales represents "extra" business because such buying is not planned. An increase in the number of impulse sales means a boost in total bulk quartage—but this type purchase can only be influenced at the point of purchase.

An attractive display, or colorful, well worded, prominently placed printed message or oral suggestion at the point of purchase stimulates demand, resulting in those extra impulse sales for bulk ice cream.

It is the knowledge of these basic facts and their proven value in building quartage through everchanging promotions that has shaped our present practice of preparing and supplying the point of purchase material

**flavor
lock?**

A "tough", too-strong stabilizer "binds in" the flavor, makes tasting difficult. SPA holds ingredients tightly, yet the warmth of the tongue releases flavors instantly.

shrinkage?

Any stabilizer tends to counteract the jouncing, pressure and accidents which cause shrinkage . . . but SPA* fights shrinkage most effectively!

clogging?

Its low viscosity makes for a fast, free flowing mix that never gums up production even in these days of quicker freezing.

WHAT'S YOUR PROBLEM?

**heat
shock?**

SPA helps make ice cream that can take it. Particles are smoothly blended to fortify them against the effects of heat. Melt-down is slow and even.

**ice
crystals?**

SPA helps ice cream stay smooth and mellow . . . combats the water separation which can form gritty, sharp ice particles.

SPA can help you give your customers the kind of ice cream they demand. Its exceptional performance is due to the unique new process developed especially for ice cream stabilization.

Yet it's not expensive! In fact, SPA costs **less** to use than ordinary gelatins! That's another reason you should try it in your mix. Write for details today!



B. YOUNG & CO. of America, Ltd.

274 MADISON AVENUE, NEW YORK 16, N. Y.

Famous as makers of fine English gelatins since 1818. The oldest name in gelatin is Young.

*T.M. Reg. U.S. Pat. Off.



BYRON A. WILSON, Merchandising Manager of Abbotts Dairies, outlines in the accompanying article some of the promotional techniques employed by his organization to induce consumers to purchase bulk ice cream.

for a special bulk promotion for the retail dealer every month. There has been evidence of increasing dealer participation in these special campaigns and more and more retailers are realizing that a new, attractive and appetizing fountain creation or bulk flavor promotion, presented as a feature not only sells the feature but stimulates sales for all the old stand-bys as well and they are really special promotions, generally tying in a particular ice cream flavor with a complimentary syrup or topping.

"EASTER SEAL" SUNDAE: This was a promotion to benefit the Philadelphia Society for Crippled Children and Adult Fund. We supplied all the material, including streamer, counter card with empty half-gallon and slotted metal lid for moneydrop, and the garnish for every sundae, including jelly beans and green and purple candy decorations. This sundae was designed to sell at a budget price plus a five cent contribution to the fund, each purchaser receiving an "Easter Seal" in recognition of his donation. The 400 half-gallon containers on the fountain counters of Abbott and Jane Logan dealers in the greater Philadelphia area, in terms of the money collected, sold 18,000 of these sundaes.

PICTURE POST CARDS: Our first experience with a "premium" idea to promote more bulk sales got underway a few months ago. The premiums are the colorful picture post cards of fountain items available from the I.C.M.I. We have used 15,000 of these already, and this is how they may be used:

1. As a premium to "teenagers" (or to any one). Dealer gives a half-card with each purchase of a fountain item containing ice cream. Return of a full set of thirteen different cards entitles the customer to anyone of the illustrated items at a discount or even for free.

2. Same idea on a bulk carry-out promotion. Half-card with each pint, one card with each quart. Customer returns full set of thirteen different cards for free pint.

3. As a premium for children. In this case cards are to be cut in thirds, making thirty-nine pieces to a set of thirteen cards. Dealer gives one piece of cut card

with each cone purchase. When youngster completes one whole picture from the pieces saved from his own purchases or traded with others, he gets one double or two single-dip cones free.

4. Give away half-pictures as straight trading cards to children with each cone purchase to encourage bulk sales.

TREAT TRAYS: There may be some of you who feel that the aforementioned ideas are "dippy." In one sense of the word, you would be right. However, as the late Al Smith used to say: "Let's look at the record." Remember, bulk ice cream sales accounted for seventy-three per cent of the volume achieved by Abbotts Dairies' Ice Cream Division in 1951.

Because of this preference on the part of the public for bulk ice cream, we have dipped into our files for a new feature. In brief, it's bulk ice cream in dips.

This innovation, which Abbotts Dairies has tested for six months at both consumer and dealer levels and is about to market, enables dealers to serve individual and uniform portions of assorted flavors of bulk ice cream for the carry-out trade. We call it the "Treat Tray."

Hand-Dipped Portions

The required container accommodates twelve hand-dipped portions of ice cream that are "cheaper buy the dozen." It is molded from virgin wood pulp, chemically treated to kill bacteria and fungi, and waxed. It is tasteless, odorless, and white in color.

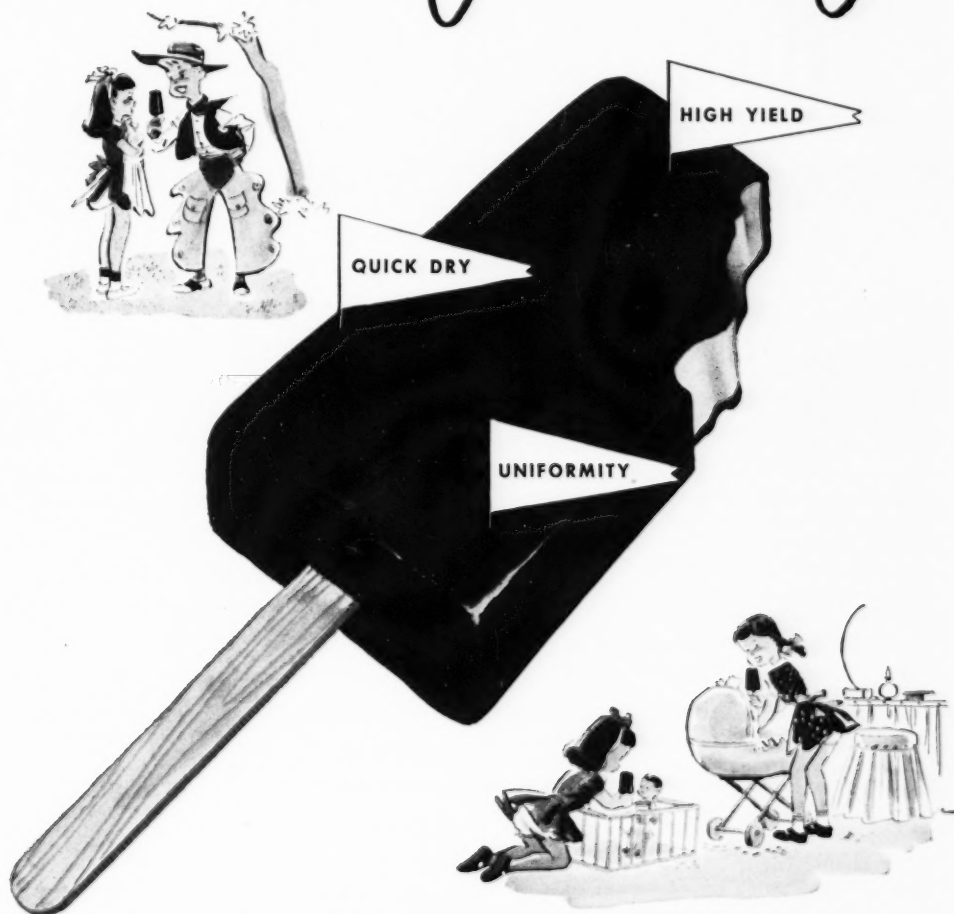
Some of the advantages of this promotion are: 1) Dealers are offered an additional way of selling the equivalent of a quart of bulk ice cream. 2) Portion costs are controlled, since the carton holds twelve clean-cut #24 dips only. 3) Dealers may pre-dip the cartons during slow periods and store them in their ice cream cabinets. 4) Housewives are enticed by the fact that the container fits the freezing section or tray compartment of most household refrigerators, the cartons can be cut down as dips are used to conserve freezer space, the ice cream is easy to serve and comes in ideal portions.

We have provided our dealers with a cost and price schedule so that they will sell the "Treat Trays" for less than the "packed" quart price, in order not to defeat the truth in our advertising slogan "Cheaper—Buy The Dozen!"

And that about sums up our latest idea in the field of bulk ice cream sales. If this "dippy" idea which we are pioneering earns the general acceptance which we anticipate then Abbotts Dairies will have the *bulk* of the ice cream business!

This article is based on a talk given during the forty-sixth annual convention of the Association of Ice Cream Manufacturers of Pennsylvania, New Jersey and Delaware.

Let us prove Johnston coating
gives you *3 big advantages*



Let your Johnston representative show you how you can cash in on all three. We invite you to make a test — see for yourself — taste for yourself the delightful difference. Yes, real chocolate flavor makes it young America's top taste treat. More, there are hard-hitting sales helps to help your ice cream bar program go to town. See your Johnston representative for the plan.

ROBERT A. JOHNSTON COMPANY

Milwaukee, Wisconsin • Hillside, New Jersey



Birth Of A Salesman

LAST year was a significant one in the history of the ice cream industry. We were celebrating the 100th anniversary of the manufacturing of commercial ice cream. In the last twenty-five years, the industry has showed the most rapid progress, and now is in the billion dollar class.

There is no question in my mind that in the development of our industry, sales efforts have played a very important role and have contributed significantly to the expansion of the ice cream business. Therefore, I would like to describe not only the history of the sales organization but some of my own sales experiences as well. I have in mind the picture of the shortcomings and progress, of mistakes and accomplishments of the sales policies of the last quarter-century, which may be called the Golden Era of the ice cream business.

Do not expect me to give you a blueprint for producing or developing ice cream salesmen. You know, I am sure, the facts of life, and I am not going to advise you how to give birth to a salesman.

Some thirty years ago, the business world was pregnant with an idea of salesmanship and the part the sales organization was to play in the field of marketing. The conception of a salesman was under a radical

change. The colleges and the business schools had inaugurated new courses in selling, advertising, marketing and merchandising, trying to put salesmanship more or less on a scientific basis.

Super salesmanship, or a special gift for selling, was exchanged for a requirement from a salesman of FIVE I's and I rate them in the following order of importance:

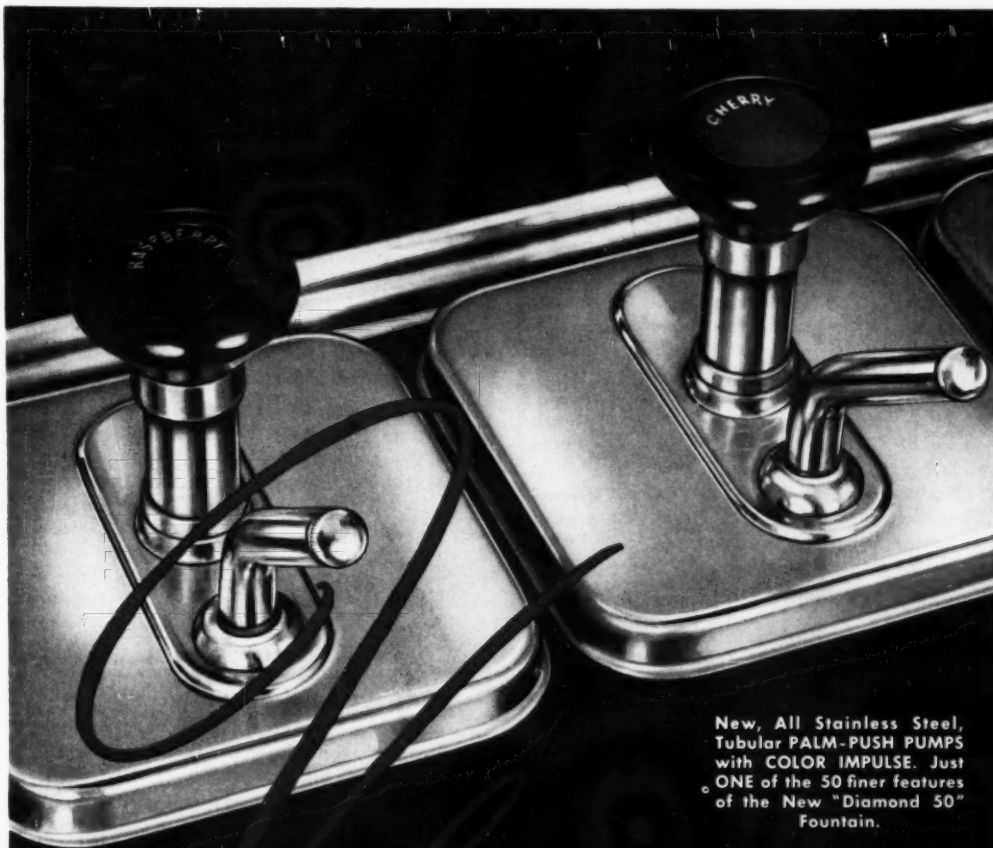
**Integrity
Industry
Interest
Intelligence
Imagination**

In order to develop sales organizations with these characteristics, big companies engaged in marketing of different products inaugurated training of salesmen, started to apply different ways of developing these qualities in individual salesmen and prepared special sales talks for the use of their salesmen in their approach to the trade.

The American Tobacco Company, the firm that offered me my first job as a salesman, has paid seventy-five thousand dollars to the Carnegie Research Institute just for writing a sales talk which the salesmen had to memorize and use in their calls on customers. A trial period of four weeks was given to every new salesman in which period he traveled with the district manager. After a month's trial, a regular territory was assigned to him, and each month he had to work three days with the district manager, every six months with the district manager and the field sales manager

BY MICHAEL BACHMAN

*Blue Ribbon Ice Cream Company
Brooklyn, New York*



New, All Stainless Steel,
Tubular PALM-PUSH PUMPS
with COLOR IMPULSE. Just
ONE of the 50 finer features
of the New "Diamond 50"
Fountain.

A Liquid fountain gives you full value on all counts . . .
outstanding product superiority . . .
63 years of specialized experience
. . . and a nationwide direct factory service organization
which only Liquid can offer.

These values, plus Liquid's position of dominance
in the industry, are your "insurance policy" for complete
satisfaction when you buy a "LIQUID."



THE LIQUID CARBONIC CORPORATION
3110 South Kedzie Avenue • Chicago 23, Illinois

and once a year with both of them and the sales manager.

The training period never finished because, when a salesman progressed and was promoted, he had to take more and more training. After spending five years with the company and one year after that in a business of my own, I found myself looking for a new connection.

My former sales manager, who found out about it, called me one morning and told me that a former schoolmate of his, a sales manager of an ice cream company, was looking for a good salesman. One morning, about twenty-three years ago, I called on this particular ice cream sales manager.

Before I called on him I wondered what training I would get. What was the sales policy of this particular company? Would the training I receive be of any use to me?

The sales manager gave me a very cordial reception. He told me that he looks upon an ice cream salesman as a representative of his company in the field, that the customers don't know the company but they do know the salesman. Therefore, he expected a salesman to be the ambassador of good will, a good salesman that can get plenty of new accounts, hold his own business, not lose any customers to competitors, be the police force of the company by watching and reporting to him the work of the service department (not long ago established after the introduction of electrical refrigeration), to watch the delivery service, place point-of-purchase advertising in the stores, place orders for overhead and electric signs and to watch the reaction of the dealers to the quality of the product and to report the opinions of consumers expressed to the dealers. In brief, that was all that he wanted and expected from an ice cream salesman.

Later, I found out that an ice cream salesman had to have also a good knowledge of electrical refrigeration, know how to concoct different ice cream dishes, have a knowledge of how to build a new store and lay out fixtures and the soda fountain and, the most

important thing, be a first class Philadelphia lawyer in order to create alibis for dealers for the mistakes and shortcomings of all the other departments of the ice cream company.

I was hired by the ice cream sales manager, who told me that he could not spend any time with me in the field, but that he would assign me to an old salesman who would show me the tricks of the game.

So, the next morning I was introduced to this salesman. We left the office. The salesman took me into his new car, just purchased by agreement with the company, and a yearly allowance. He drove me about five blocks from the office, stopped the car, and the following conversation took place:

"Bachman," he said, "I know you have experience as a salesman with another company. The ice cream business is a peculiar one. Your troubles begin only when you put on a new account. The less accounts you put on, the less trouble you have. The customers are chisellers, aggravating, and give you ulcers. There is no pattern for selling ice cream. We salesmen know very little about the product because it is not important. You have to sell yourself. By calling on the trade, you will learn the ropes. Today I am very busy. One of my customers is about to buy a new soda fountain and I have to assist him. So here is the list of calls you have to make. Go ahead, and good luck to you."

My training period was over. From that moment my daily diet was changed. Ice cream, instead of being my dessert, became my bread and butter.

When I first called on the trade, answering calls of our own customers or prospects, I carried with me very little baggage. I had no samples, no prepared sales talk, no knowledge about my product and not an inclination as to how to approach a customer and sell him.

The price of the product, I learned, was not very important. Almost all the big companies charged the same price. The quality was not important because the

(Continued on page 66)

Masseys Vanillas Reflect Your Desire to Please

MASSEY'S VANILLAS Inc.

Vanilla Specialists



1214-16 WEBSTER AVE., CHICAGO 14, ILL.





and then he called the Sealright man!



**CAPTURE YOUR SHARE OF THE
HALF GALLON BUSINESS WITH
THIS STAND-OUT CONTAINER**

- The Alservis Container provides exact measurement—no overpacking!
- Durable and leak-proof! It's also easier for the customer to spoon from.
- The Alservis is plastic lined—it keeps ice cream fresh longer!



Sealright

ALSERVIS Half Gallon Containers

A package and a promotion for every ice cream need.

OSWEGO FALLS CORP.—SEALRIGHT CO., INC., FULTON, N.Y. • KANSAS CITY, KANSAS • SEALRIGHT PACIFIC, LTD.,
LOS ANGELES, CALIFORNIA • CANADIAN SEALRIGHT CO., LTD., PETERBOROUGH, ONTARIO, CANADA

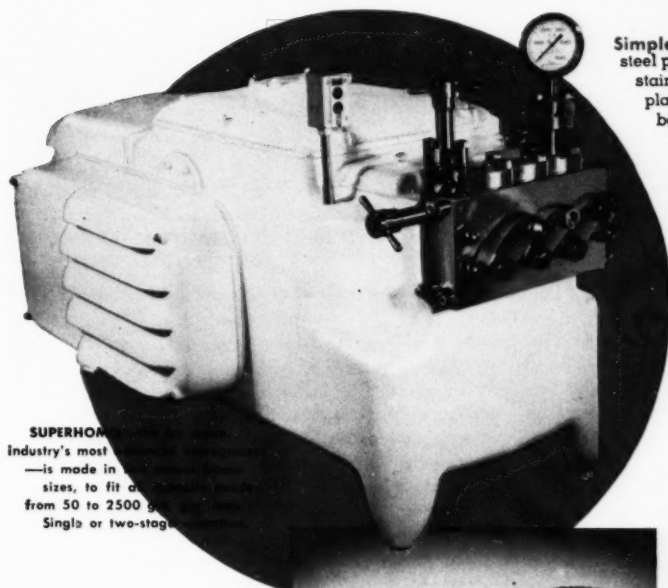
**YOU CAN'T GET AS MUCH
IN ANY OTHER HOMOGENIZER**

... ONLY *Superhomo*

GIVES YOU ALL THESE ADVANTAGES ... FOR

PRODUCING FINER TEXTURED, SMOOTHER FLAVORED

ICE CREAM AND ICE CREAM MIX



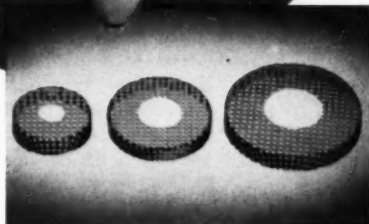
SUPERHOMO
Industry's most
—is made in
sizes, to fit
from 50 to 2500
Single or two-stage

Simple, Sanitary Construction—Stainless steel product contact surfaces. Precision-ground stainless valve plugs and seats. Cadmium-plated springs. Non-absorbent, synthetic rubber gaskets. Conforms to 3A Sanitary Standards.

Longer Service Life—Interchangeable, reversible homogenizing valve parts double valve service life. Lower pressure operation reduces wear on valves, gears and motors.

Shorter Cleanup Time—Low height makes every part of Superhomo easily accessible. Cylinder block designed for quick disassembly — 33% faster cleaning. Long-lasting neoprene plunger-seals easy to remove for sterilizing.

Less Maintenance — Automatic, positive lubrication . . . no oil pumps to fail or lines to clog. Extra wide and heavy twin helical gears. No stuffing box maintenance.



**Another Reason Maintenance
Is So Simple**

Perforated, stainless steel replaceable caps take 98% of homogenizing valve wear . . . keep valves in top condition . . . provide new homogenizing surfaces daily . . . extend area of effective homogenization.



CHERRY-BURRELL CORPORATION

General Sales and Executive Office
427 W. Randolph Street, Chicago 6, Ill.

Equipment and Supplies for Industrial and Food Processing

FACTORIES, WAREHOUSES, BRANCHES, OFFICES
OR DISTRIBUTORS AT YOUR SERVICE IN 56 CITIES

- Cherry-Burrell Corporation
- Dept. 120, 427 W. Randolph St.
- Chicago 6, Ill.
-
- Send Superhomo Bulletin
- Send Homogenizer Maintenance Manual
-
- Name.....
- Company Name.....
- Address.....
- City..... Zone..... State.....

Nation Salutes Dairymen!

At least 15,000,000,000 sales messages in behalf of dairy foods such as milk, butter, cheese, ice cream, dry milk, and evaporated milk will be directed toward American consumers during June Dairy Month, according to conservative estimates.

Spearheading the massive national campaign is the National Sponsor Committee headed by C. R. Schooby, Chairman. The ten dairy industry national organizations which comprise the Sponsor Committee are: American Butter Institute, American Dairy Association, Dairy Industries Supply Association, Evaporated Milk Association, International Association of Ice Cream Manufacturers, Milk Industry Foundation, National Cheese Institute, National Creameries Association, National Dairy Council, and National Milk Producers' Federation.

Promises for Dairy Month salutes, mentions, and other significant plugs cover more than fifty network radio and television shows during June. Additional coverage via local radio-TV shows and local editorial matter in publications "defies tabulation," according to an announcement by the National Dairy Council.

National magazines committed for use of specific editorial material and/or articles and information on dairy foods include: *Look*, *Parents' Magazine*, *Farm Journal*, *Successful Farming*, *Good Housekeeping*, *McCalls*, *Ladies' Home Journal* as well as national syndicates serving newspapers such as the Associated Press and King Features.

The June advertising schedules of major dairy food processors and handlers are keyed to Dairy Month. The Ice Cream Festival in June serves as an impressive by-product of the campaign.

Newspapers in many areas plan special editions and supplements. Allied organizations, such as manufacturers of basic materials, transportation groups, allied food producers and retailers are planning tie-in cam-

paigns. June product publicity releases and advertising of other food companies and associations are expected to include dairy products.

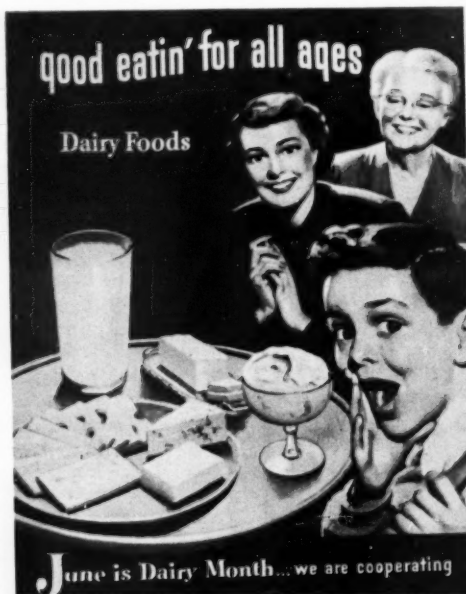
Not included in the estimates, yet of paramount importance to the campaign, are many activities related to local observances such as 1) local dairy industry speaker's bureau bookings before social, civic, and fraternal organizations; 2) the impact of "dairy days" at amusement parks; 3) June Dairy Month Parades; 4) Miss June Dairy Month Contests; 5) visits to dairy farms; 6) guided tours through dairy plants; and 7) hundreds of thousands of dairy food impressions made by window displays, truck posters, and the official Dairy Month poster itself (see accompanying illustration).

In Iowa, a campaign called "Lucky Dairy Dollars" will take place. All Iowa dairy processors have been asked to pay their employees and milk and cream producers in \$2 bills for one or more pay days during the month of June. The object is to demonstrate to the people of Iowa that dairying is of vital importance in every town

and community in the State. Requests from local Iowa banks to their Federal Reserve or correspondence banks for supplies of the \$2 bills were made as early as April. One leading Iowa bank formally requested from the Federal Reserve Bank of Chicago more than \$3,000,000 in \$2 denomination.

"Kick-Off" banquets will occur across the country. Some will be state-wide affairs, others local. Milking contests, awards for waitresses asking the questions "will you have milk with your meal?" or "will you have ice cream for dessert?" are planned.

Essay contests are dominant this year, and are being enthusiastically conducted. New York State has set up a state-wide essay competition. Five thousand posters have been distributed to schools announcing the event and 500,000 printed announcements have been circulated. More than 3,000 truck bumper "strips" reading



**WEBER'S
AMAZING
NEW**

BLIZZARD ¹⁶⁰

**SELF-CONTAINED ICE CREAM
AND FROZEN FOOD CASE**



HOLDS
More

SHOWS
More

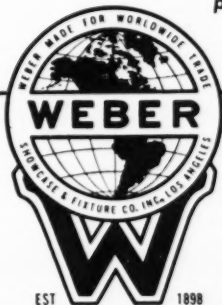
SELLS
More

MODEL RCD-2600

- Forced air refrigeration, no divider plate coils
- Automatic defrost
- Greater refrigerated capacity
- Lighted, 3-deck "selling superstructure"
- Spacious "view-window" front
- Pull-out compressor easily accessible, behind lighted product picture

YES, ALL THESE MOST
WANTED FEATURES...IN A
SELF-CONTAINED CASE!

plus famous Weber quality!



WEBER

showcase & fixture co., inc., los angeles

Distributor-dealers and branch offices in all principal cities

ONE OF THE WORLD'S FOREMOST DESIGNERS AND MANUFACTURERS OF COMMERCIAL REFRIGERATION

So much for so little

Ice Cream Festival

AMERICAN DAIRY ASSOCIATION

Always Right Taste Delight ICE CREAM

LIVE BETTER
Longer Stronger
WITH
DAIRY FOODS

TWO-PAGE FOUR-COLOR ADVERTISEMENT IN JUNE McCALL'S MAGAZINE SPOTLIGHTS WAYS OF SERVING ICE CREAM

"June Is Dairy Month"—Milk Is Your Best Buy" have been distributed for use on route trucks. In South Dakota, an essay contest on "Why I Like to Eat Dairy Products Each Day," sponsored by the South Dakota Dairy Commission and the South Dakota Retailers' Association, has resulted in reams of newspaper publicity beginning as early as the second week of February.

Governors in states across the land are signing Dairy Month proclamations. In Iowa, the event was televised over Station WOI-TV with more than 100 State officials present. They were served a giant banana split and other dairy foods.

In Maine, a committee of 101 persons has been working on plans for a Dairy Day program since early in February. The Dairy Day program is annual and has been conducted during three previous years. School children in the area have been competing in milk drinking programs, more than 200 Juvenile Granges throughout Maine are selecting five to eight year-old candidates for the Dairy Day King and Queen Contest, future homemaker girls have been invited to participate in a Milking Contest, and a two-mile long Grand Parade is planned, employing nine bands and about 200 units, floats, farm machines, antique wagons bearing State Officials, mounted marshalls, etc. Last year's Grand Parade was the largest affair of the sort ever seen in the State of Maine. Fred J. Nutter, Maine's Commissioner of Agriculture, publicly labeled it "the greatest promo-

tional stunt for agriculture ever put over in New England."

In Wisconsin the famed "Alice in Dairyland" contest has been made a part of the official campaign. Wisconsin will be highlighted during June on three leading coast-to-coast radio network programs via the American Broadcasting Company, National Broadcasting Company and Columbia Broadcasting System. The CBS program will be a direct broadcast from the CBS affiliate station in Madison, Wisconsin, paying recognition to the dairy industry of Wisconsin.

Recognition of the role played by dairy producers in "our national life" was expressed by Charles Brannan, Secretary of Agriculture, in a recent letter to Milton Hult, President of the National Dairy Council.

"It is a pleasure," said Mr. Brannan, "to extend greetings to the American dairy industry in observance of Dairy Month in June of 1952.

"Nutritious milk and dairy products are a symbol of health and well-being of the American people in this critical period of world history. Dependable supplies of these vital foods are now more important than ever to the strength and morale of our military defenders and civilian population."

President Truman also has expressed awareness of the "key" role played by dairy foods in American life. In a letter dated May 14 to Mr. Schoby, the President cited the dairy industry's contribution to national health and welfare.

CURRIE CHAIN MODERNIZES

EXTERIOR VIEW of the Currie store at 8901 South Western Avenue in Los Angeles, is characteristic of all the chain's outlets. The cone sign is a virtual trade mark.



THE Currie ice cream and candy store organization, which operates more than sixty outlets in southern California, believes that continual modernization of its retail establishments is good for business. Jack Green, general manager of the Currie stores, reports that in some instances the modernization program has resulted in sales volume increases of seventy-five per cent.

Revamping on a year-round basis is what the chain's policy amounts to. For example, within recent months, Curries opened nine new stores, had seven under construction, and modernized eight others.

The objective of remodeling, judging from the accompanying illustrations, is to enable the chain to serve quality products in attractive, comfortable surroundings. In addition to food service, the company displays and sells candy, party favors and greeting cards.

The accompanying interior photo shows a behind-the-counter view which indicates the type of layout and equipment upon which the company has standardized for fountain service in its new and modernized stores.

The wall-type installation of essential service equipment features a Twin-Serv fountain unit and two extra fifty-five-gallon ice cream cabinets. A reserve of 250 gallons of ice cream is carried in a storage box installed in the store room.

The fountain counter is L-shaped, one side of it extending in front of the Twin-Serv and other service units, and the other side running in front of a group of clean-up units, including a dishwashing machine. Twenty-one persons may be accommodated at the counter, and six tables provide additional seating capacity.

A special section with a twelve-foot counter is provided for the convenience of cone customers. It is equipped with a fifty-five gallon ice cream cabinet, a dipper-well workboard and stand on which the cones are set.

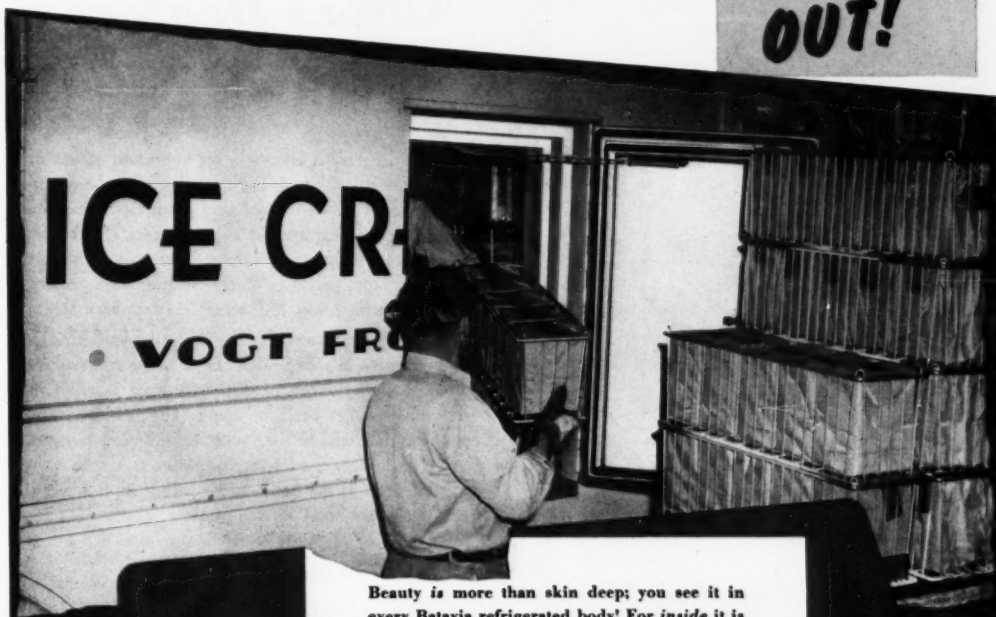
The Currie chain of retail stores is a subsidiary of Good Humor Company of California, and has been operating in southern California for the past thirty years. In that period, it has expanded continuously.



INTERIOR VIEW of the Currie store at 10763 Pico Boulevard, Los Angeles, indicates the neatness which attracts customers to all the firm's stores. Note the fudge kitchen from which fudge topping is served in individual pitchers.

Only Batavia Bodies turn Quality

**INSIDE
OUT!**



Beauty is more than skin deep; you see it in every Batavia refrigerated body! For inside it is built, not to average needs, but to your firm's specific requirements. Batavia design engineers give meticulous consideration to ALL factors of better service for you: Your package design, route requirements, loading conditions, type of product. This is one more vital reason why it pays to buy, it pays to be served by, Batavia custom-built refrigerated bodies!



**BATAVIA BODY
COMPANY**
BATAVIA 3, ILLINOIS



ONLY THE BEST GOES INTO BATAVIA

Sealtest Branch Offers Dealers Fruit "Pie"

IN the ice cream industry, an important phase of dealer relationships is the sponsoring by the manufacturer of out-of-the-ordinary promotions designed to incite the buying interest of consumers. Such promotions frequently are conducted by the St. Louis Dairy Company, producer of the Sealtest brand of ice cream for the St. Louis (Missouri) metropolitan area.

Typical is the "Strawberry Pie" campaign which customarily begins late in September or early in October, and runs until March of the following year. The weather determines the time span. This all-ice cream specialty is delivered to the consumer in a heat-resistant crystal dish. After the ice cream is consumed, the dish may be re-used in the home as a baking tin, a serving receptacle, or for some similar purpose.

Retail Price Raised

Retail price of each "pie" was raised early this year to sixty-five cents. The former price was fifty-nine cents for this item which serves four to five people. The new wholesale price is forty-six cents, a four cent increase over last year's price.

Both dealer and consumer acceptance of this item was described as "very high" by B. P. Burnes, Jr., Advertising Manager of St. Louis Dairy. He noted that 100 per cent distribution was effected in all outlets where packaged ice cream is handled.

"The initial sales on the 'pie' were better than we had anticipated," said Mr. Burnes. "When we came back with it in succeeding years, the sales were just a trifle less than the first year."

Normal Trade Area Included

Promotional support was provided by point-of-sale material, newspaper advertisements (see accompanying illustration), and radio spot announcements. Price was printed on all point-of-sale posters so that the retail price was controlled.

St. Louis Dairy's normal trade area was included in the "Strawberry Pie" program. This comprises the greater St. Louis metropolitan area, and also the territory around West Frankfort, Illinois, where a company branch is located. This branch, incidentally, carries the Sealtest brand to the southern Illinois market.

Enjoy a Delicious Dessert Tonight!

Sealtest
ICE CREAM

STRAWBERRY PIE

In a Heat-Resisting
Fire-King Ovenglass
Crystal Dish

Here's a luscious dessert! You'll love the ripe, taste-tantalizing strawberries... between the top and bottom "crusts" of pure Sealtest Vanilla Ice Cream... and the gay decorations of whipped cream on top... Dozens of uses for the beautiful dish too—including baking. Plan to get a whole set today!

You'll use the dish again and again for:
Hot soups and sauces for baking and for Family Savings of Potato Shells, Boudin, Boudin, Peppercorn, Fruit or Gravy Shells

Dessert de luxe
or
super snack

Sealtest
Chocolate Ice Cream Eclairs

Delicious dessert. Party-time favorite. Ready-to-serve snack. Sealtest Chocolate Ice Cream Eclairs are back again. Velvety-rich fudge between generous layers of your favorite Sealtest Vanilla Ice Cream—all thickly coated with smooth chocolate and decorated with snowy whipped cream rosettes. Now a treat for a heavenly treat!

Buy Sealtest Chocolate Ice Cream Eclairs when you take them home after your next shopping.

Get the Best — Get Sealtest ICE CREAM

ST. LOUIS DAIRY CO.
2001 CHESTNUT ST. ST. LOUIS, MO. 8-3900

NEWSPAPER ADVERTISEMENT which called consumers' attention to the Sealtest "Strawberry Pie" promotion is reproduced above. Copy called attention to "the ripe, taste-tantalizing strawberries... between the top and bottom 'crusts' of pure Sealtest vanilla ice cream... and the gay decorations of whipped cream on top." Also featured in the same newspaper advertisement was the Sealtest chocolate ice cream "eclairs."

What's corn doing up in the rafters?

Basic research in corn helped put it up there... in the form of fibre glass insulation.

Certain types of dextrines are needed to produce the glass fibre. These particular dextrines are developed by research in corn. Corn fills a myriad of industrial needs... our continuing basic research in corn serves all American industry... serves you.

Corn products in ice cream and ices

Highest quality regular corn syrup, high conversion corn syrup and dextrose are recommended ingredients for various ice cream, ice and sherbet formulas. New techniques involving the use of corn products are being developed as part of a continuing research program at Corn Products Refining Company.

If you have a production problem why not check with Corn Products. A complete line of corn products for every purpose is available. Technical service is yours... no obligation, of course.

CORN PRODUCTS REFINING COMPANY

17 Battery Place, New York 4, N. Y.

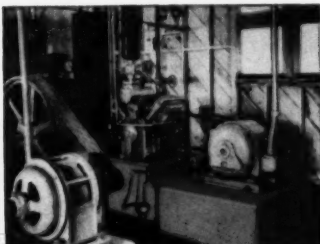
Manufacturers of

PURITOSE®	CERELOSE®	GLOBE®
brand corn syrup	brand dextrose	brand corn syrup





The Country Club Dairy in Kansas City, Mo. uses two CP TYPE "K" Ammonia Boosters $6\frac{1}{2}$ x 5 and 5 x $3\frac{1}{2}$ in addition to the CP $7\frac{1}{2}$ x $7\frac{1}{2}$ CP Ammonia Compressor.



Diamond Dairy of Oakland, California uses this four-cylinder $3\frac{1}{2}$ x $3\frac{1}{2}$ CP TYPE "K" Compressor.



Two $6\frac{1}{2}$ x 5 six-cylinder CP Ammonia Boosters in operation at General Ice Cream Corp., Lawrence, Mass. A 5 x 5 TYPE "K" six-cylinder Second Stage Compressor is shown at right.

Wherever You Go...

You'll find



TYPE K AMMONIA COMPRESSORS AND BOOSTERS

And whatever your refrigeration problem . . . large or small . . . you'll find the answer in CP's "Engineered Line" of Ammonia Compressors and Boosters.

CP's versatile range of refrigeration equipment for cooling, storage and fast freezing includes units designed to handle requirements from -40°F . to $+50^{\circ}\text{F}$. And CP's sixty years of design and engineering leadership assure you the efficiency and economy of operation you're looking for.

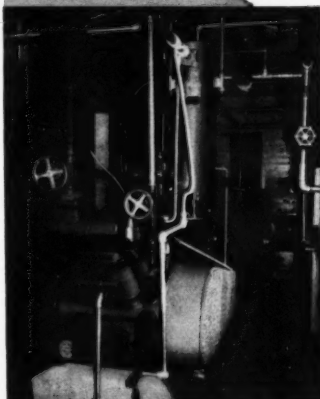
THE Creamery Package MFG. COMPANY

1243 West Washington Blvd., Chicago 7, Illinois

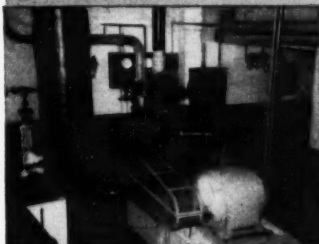
Sales Branches: Atlanta • Boston • Buffalo • Chicago • Dallas • Denver • Houston • Kansas City, Missouri • Los Angeles • Minneapolis • Nashville • New York • Omaha • Philadelphia • Portland, Oregon • Salt Lake City • San Francisco • Seattle • St. Louis • Toledo, Ohio • Waterloo, Iowa

CREAMERY PACKAGE MFG. CO. OF CANADA, LTD.
267 King Street West, Toronto 3, Ontario

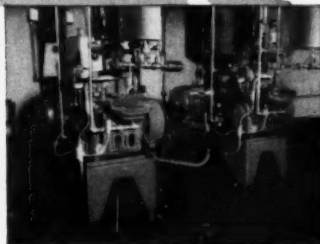
THE CREAMERY PACKAGE MFG. COMPANY, LTD.
Mill Green Road, Mitcham Junction, Surrey, England



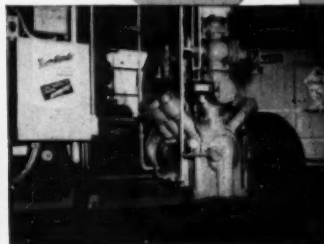
CP TYPE "K" four-cylinder, $3\frac{1}{2}$ x $3\frac{1}{2}$ Ammonia Compressor does a job for Zwicker and Co., Ltd. at Lunenburg, Nova Scotia.



CP TYPE "K" Booster at the Frostkist Ice Cream Co., Portland, Oregon.



Shown above are 2 six-cylinder, $3\frac{1}{2}$ x $3\frac{1}{2}$ CP TYPE "K" Compressors at the Nashville Pure Milk Co. (National Dairy) in Tennessee.



Refrigerating equipment at Southern Dairies, Inc., Atlanta, Georgia includes this 5 x $3\frac{1}{2}$ four-cylinder CP Ammonia Booster.

Marigold Gold Mine



LESS than one year ago, Walter E. Buhler, owner of the Marigold Dairy in Racine, Wisconsin, came to the conclusion that, with a population of about 60,000, Racine could support one or more modern stores specializing in the sale of ice cream and typical fountain items. It was Mr. Buhler's feeling that retail outlets selling these products had more or less lost their identity as dairy stores because invariably they promoted the sale of products that were foreign to dairy foods.

Having determined to go into the ice cream retailing business, Mr. Buhler traveled extensively, examining all types of dairy stores. Finally, he decided to locate his store at the edge of a neighborhood shopping section. The building is twenty-five feet wide and about 105 feet deep.

An island-type fountain installation was selected by Mr. Buhler, who figured that the arrangement would reduce the amount of walking necessary for clerks to serve customers, would reduce the number of clerks necessary to handle the peak load, and would enable faster turnover during rush hours.

The store equipment consists of a low counter with a seating capacity of forty-eight stools. In addition, there are six booths which are served directly from the fountain working area. The carry-out department consists of ice cream cabinets totaling twenty holes and a visual display cabinet; in the back of the store there is a six-foot dairy case for carry-out milk business.

Lime green is the predominant color for the store

equipment. Side walls are painted in rose color, with the back wall painted in a contrasting color. The ceiling is white with fluorescent lighting.

The store features a modern exterior. An adjacent parking lot can accommodate twelve cars.

Before the store was opened last November, Mr. Buhler gave much thought to the standard menu. Although he was interested primarily in merchandising dairy products, he was aware of the necessity of providing a limited food menu as well. A variety of well-made sandwiches was his solution.

Fountain items are made with Sealtest ice cream, provided by the Luick Ice Cream Company of Milwaukee. Although the Marigold store acknowledges that customers are value conscious, it feels that they are even more quality conscious. Therefore, more than ordinary care is taken in the preparation of sodas, sundaes, malteds, and other items. Prices are relatively high, but proof that the additional effort pays off is afforded in gallonage figures which show that the store averages 1100 gallons of ice cream sales each month.

Although the Marigold Dairy had confined its activities to the constant expansion of its home delivery milk routes since it was founded in 1935, Mr. Buhler is more than satisfied with his decision to enter the retail ice cream business. Perhaps the best evidence of this is the fact that Marigold Dairy has purchased the equipment for a second retail store, to be opened soon in Racine. The new store will be equipped and installed, as was the first outlet, by the Grand Rapids Cabinet Company.

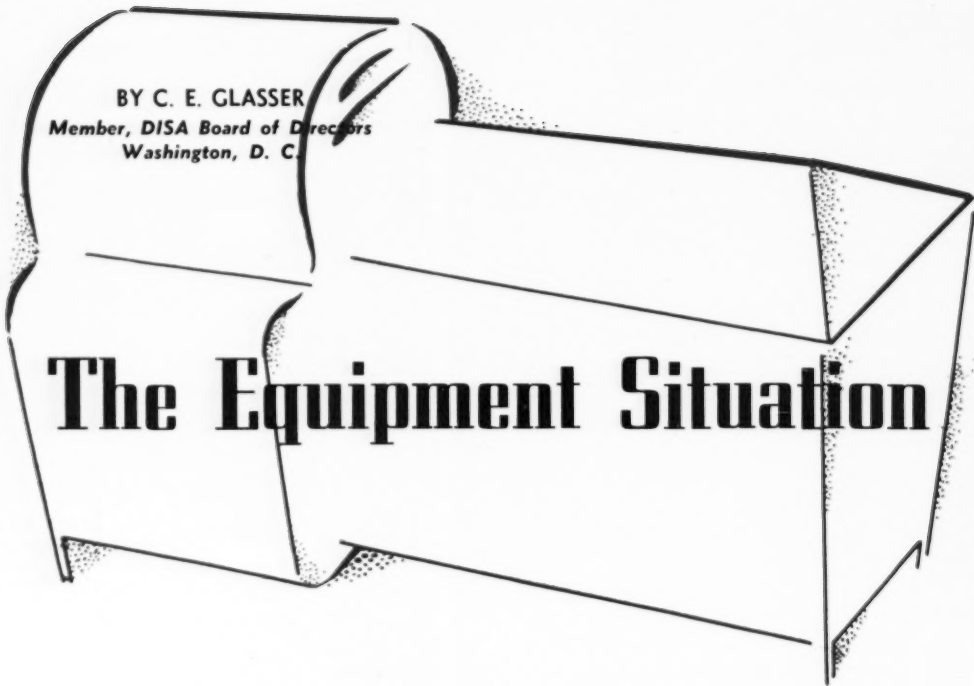
P
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ELECTED



FOOTE & JENKS
JACKSON, MICHIGAN



BY C. E. GLASSER
Member, DISA Board of Directors
Washington, D. C.

The Equipment Situation

THE dairy equipment business, like the business of other heavy industries, fluctuates. It runs in cycles. It is easy to remember the high crest and the low point of the business wave but difficult to interpret the true significance of the cycle. For example, just a year ago today manufacturers in the dairy equipment industry were truly alarmed as to where they could get sufficient materials to fill orders—to fill orders to keep dairy plants just operating without considering what should be done with orders for expansion. A year previous to that, in early 1950, many manufacturers were just as concerned about getting orders in the dairy industry—any order to keep their plant operating as near to break-even capacity as possible. If we wish, we could go back to the end of World War II and the few years following when again manufacturers in the dairy equipment industry were wondering how they could best take care of the volume of orders on their books.

The point is the equipment industry fluctuates greatly over wide cycles.

Late last year, the dairy equipment situation was not what it is now. Then, dairy suppliers and equippers were trying desperately to get sufficient materials from the National Production Authority to manufacture the supplies and equipment needed to keep the country's dairies running. Then, we were faced with many shortages of material, competition for manpower from

other industries . . . and many other problems which I need not go into, as you are probably all familiar with them in your own work.

At the present day, we know, roughly, that while we will not get all the materials we need to maintain our production at anywhere near pre-Korea levels, there will, for the next few months at any rate, be enough materials to build enough equipment to prevent any major breakdowns. So far, we have not heard of any processing plant in any branch of the industry having to curtail its operations to any serious extent because of equipment or supply shortages caused by our mobilization effort.

Two factors were helpful in 1951 in alleviating the shortage. First there was an unexpected slowness in production of certain armed forces equipment. This left more raw materials available for allocation under the Controlled Materials Plan to civilian industry.

The second factor is this: In all parts of the country, there seems to be a general slowing down in purchasing of dairy equipment. This trend has temporarily reversed itself only recently. Certainly, it seems safe to say that purchases were running far behind what we know to be the depreciation rate of such machinery. Hence, sooner or later, there is going to be a concerted rush to buy supplies and equipment to replace that which has worn out. And that is where serious trouble will develop. For, under present NPA regulations a

Liquid Sugar Deliveries
have jumped more than
100% in the past 5 years!

...and

TODAY, of all sugar used commercially, 1 out of 5 tons is liquid—clearly a vote of confidence for this new type of sugar pioneered by Refined Syrups & Sugars under the brand name, **FLO-SWEET®!**

In the areas served by Refined Syrups & Sugars, top-flight bakers, bottlers, confectioners, ice cream makers, and food proc-

1951

618,000 TONS

1950

504,000 TONS

1949

375,000 TONS

1948

369,000 TONS

1947

300,000 TONS

100 200 300 400 500 600 700
 LIQUID SUGAR DELIVERIES IN THOUSANDS OF TONS, RAW VALUE

essors are using Flo-Sweet. They save time, money and labor with Flo-Sweet. Why don't you? Write for details now.

flo-sweet

REFINED SYRUPS & SUGARS, INC.

Yonkers 3, New York

PIONEERS IN LIQUID SUGAR FOR SAVINGS, SANITATION AND SERVICE



...Have Your Body Builder "DOLE-PLATE" Your Trucks NOW!

No matter what temperature extremes this summer brings, your trucks equipped with DOLE Holdover Truck Plates will maintain your payload at specified temperature, fresh and unspoiled. What's more, they'll keep your trucks rolling day after day all season, for there's no such thing as breakdown on the road with DOLE refrigeration.

It's not too late to equip your fleet with DOLE plates. Do it now—for a carefree summer.

Ask for Truck Plate Literature.



DOLE REFRIGERATING COMPANY

5928 N. PULASKI RD., CHICAGO 30, ILL.

103 PARK AVE., NEW YORK 17

In Canada: Dole Refrigerating Products Company Limited, 44 Elgin Street, Brantford, Ontario.

manufacturer must follow these steps in every calendar quarter to get materials to build the machinery which the dairy processor needs: submit to NPA a form showing dollar totals, and estimated dollar totals of production in a number of past, present and future quarterly periods; compile the dollars total of present unfilled orders; submit a production schedule; and submit an estimated figure for the amount of controlled materials which he will need in the future quarter for which he is applying.

NPA takes this information, checks it carefully, and eventually announces that a certain percentage of the requested materials will be allotted to the manufacturer. You can see from this, I believe, that a manufacturer has to anticipate almost a year in advance his needs for controlled materials. This lag further accentuates the dangerous situation which may develop when processors need machinery quickly to replace that which has deteriorated. Moreover, NPA, as outlined above, considers present production when granting future allotments. If it is low, then grants may be too low when dairy processors suddenly need equipment.

While the picture for the first part of 1952 was comparatively favorable, the situation for the balance of 1952, however, is very serious. Defense projects are now rolling and are taking increased amounts of the available supplies, particularly of nickel.

Stainless steel is without doubt the most important material required for dairy processing equipment and the type of stainless steel which we require for functional use must contain a percentage of nickel. The authorities at Washington have recently announced that ninety-four per cent of all nickel available in the United States will be allotted for defense purposes; this means that only six per cent of the available nickel will be left for all civilian requirements and there is always the danger that even this small percentage may be reduced.

The policy of the Government at present appears to be that essentiality will not be given consideration as far as the allocation for civilian use is concerned and when this fact is taken into consideration you can readily realize how serious this situation is likely to be for our industry.

In general, dairy equipment manufacturers have been receiving not quite fifty per cent of the stainless steel which they have asked for, and this percentage, it appears, will decrease rather than increase in the months ahead. You may hear much about stainless steel being decontrolled—well, the kind of stainless headed for decontrol is chromium stainless which, for a variety of technical and engineering reasons, is not suitable for use in many applications of dairy equipment. The kind of stainless steel used by the dairy equipment manufac-

turer—18-8 nickel stainless—will, I think it is safe to say, remain under strict controls as long as we have controls. At the present time, the dairy equipment manufacturer's use of nickel-stainless is limited to "functional uses," which has been interpreted as meaning that if milk comes into contact with the metal, then the metal is fulfilling a "functional" purpose.

DISA has learned that a dairy equipment manufacturer is given a higher percentage of his controlled materials requests if in listing his unfilled orders, he indicates that some of them are "rated orders." Now then who rates his orders? The answer is that *you*, the dairy processor, can place ratings on your orders. A recent recommendation issued by Dairy Industry Committee, tells processors how they may self-apply certain ratings to their orders. You can obtain this from your trade association or from the Dairy Industry Committee or from the Dairy Industries Supply Association.

I have to report, however, that because of the buying slump, which strangely, seems to be affecting only dairy processing machinery in the food processing field, it means that fewer and fewer amounts of controlled materials are being allocated to manufacturers of dairy equipment.

The controlled materials, namely steel, copper and

aluminum, might be looked upon as the bottlenecks in equipment production. In fact, only certain controlled materials at the present time serve as bottlenecks. Nickel, although not a controlled material, is short. Copper, a controlled material, is also short. Thus, nickel bearing copper alloy and nickel bearing stainless steel are still difficult to get. As you know, most dairy equipment requires both of these components.

From the information I have just given, it is apparent that the manufacturer's ability to obtain materials is dependent upon the number of orders which he has on hand and his estimate of what he is likely to receive. He cannot, however, under the regulations, obtain more material than he can use in three months. There is, therefore, a decided limit on the amount of equipment which he can build for stock, even if he possessed the wisdom to foresee the type of equipment that would be required and the financial resources to carry it in his inventory until it is sold.

We know from experience, particularly during the last war, that processing equipment has to be available in sufficient quantities if the processing industry is to operate efficiently; we know also that the purchase of

(Continued on page 69)

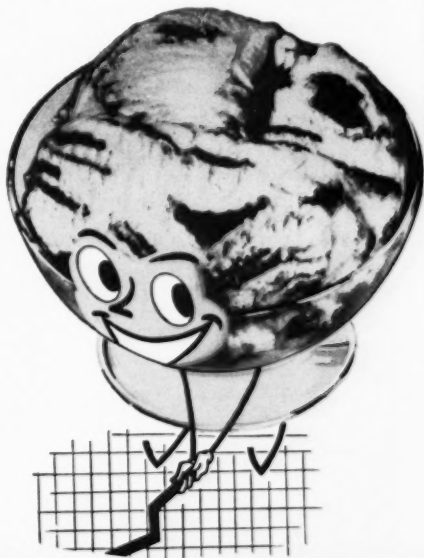
***RIPPLE** **is RIGHT!**

FOR PULLING UP YOUR ICE CREAM SALES CURVE!

Yes, the industry's surest way to build ice cream sales is to feature monthly specials in Ripple Ice Creams—made from Balch's Ready-To-Use Ripple Sauces. Hundreds of plants throughout the country are featuring Fudge Ripple, the year-round favorite, with 10 other fast-selling flavors: Butterscotch, Strawberry, Black-Raspberry, Cherry, Orange-Pineapple, Peach, Caramel, Pineapple, Marshmallow, and Double Ripple (combines any two).

SIMPLE TO USE—Three Ways: 1—For flavoring ice cream. 2—For Tart Toppings—Sundae cups and pies. 3—For Ripple ice creams. Write for details on any production help.

*"Ripple" and "Wave" trademarks registered

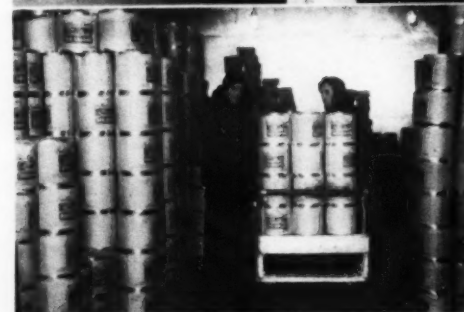
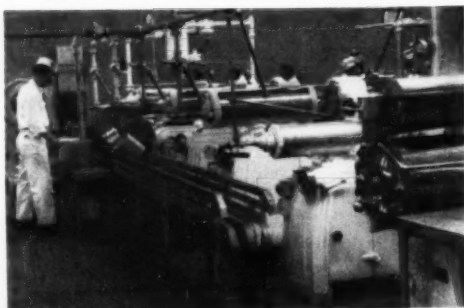


BALCH FLAVOR COMPANY

ADAMS & FULTON STREETS, PITTSBURGH 33, PA.

WEST COAST: Fred Cohig, 1855 Industrial, Los Angeles, Calif.
CANADA: R. J. Campbell Co., No. 2 Dennison Road, Weston, (Toronto)

PLANT OPENS IN RICHMOND



THE newest Southern Dairies ice cream plant was opened last month in Richmond, Virginia. An "open house" on May 18 marked the formal debut of the new manufactory, which is serving also as a receiving and distribution center for Sealtest milk.

Production facilities are located on the first floor, as are the shipping and receiving platforms, cabinet service department, dry storage area, laboratory and the hardening room. The reception room and offices, all air-conditioned, are on the second floor. The engine room and the rear loading area are at the basement level.

6000 Gallons Per Day

Capacity of the plant has been estimated at 6000 gallons per working day by plant manager Frank W. Lawrence, Jr. Equipment includes four 150-gallon Vogt freezers, one eighty-gallon Vogt freezer, one forty-quart batch freezer, two 500-gallon Cherry-Burrell pasteurizers, a 750-gallon viscolizer, a 500-gallon cabinet cooler, three 1000-gallon mix storage tanks, three 500-gallon mix storage tanks, three fifty-gallon flavor mix tanks, and other basic machinery (see accompanying photographs). The hardening room keeps the finished products at an average temperature of twenty to twenty-five degrees below zero.

A radius approximating 100 miles is served by the Richmond plant. Eleven Hackney refrigerated trucks, most of which have capacities of 1450 gallons, are used to distribute the Sealtest products.

SOUTHERN DAIRIES opened its new dairy plant in Richmond, Virginia last month. The exterior of the building is pictured at top of page. At the left are seen several interior views. The top photo shows the freezer section. The center photo features the pint-filling operation in which Anderson Bros. equipment is used. The bottom view shows the interior of the aluminum-finished hardening room, refrigerated by King blowers.

Good Mixer



National Fruit Topping Powder is a natural constituent of citrus fruit that tenderizes the fruit as it stabilizes . . . *brings out*—never covers up—the natural fruit flavor. Cooking of fruit is not necessary when Fruit Topping Powder is used.

National Fruit Topping Powder sets fruit and juice to a controlled consistency. Juices set with National Fruit Topping Powder melt down clean with the ice cream.

Because National Fruit Topping Powder holds a high sugar content in the syrup, it accentuates flavor . . . makes cold pack or processed fruit go further . . . provides a better yield. Flavor costs are reduced.

Ask your National Pectin representative about our new cold process for Pectinizing.

The Perfect Pectinizing Agent . . .

for **FRUIT SYRUPS** Used in Variegating . . . for **FRUIT FEEDER** Applications . . . for **FRUIT** used in Ice Cream Tarts and Pies . . .

for **FRUIT TOPPINGS** on "Walking" Sundaes . . . for **MARSHMALLOW TOPPINGS** . . . for **FOUNTAIN SYRUPS**

BRINGS OUT—NEVER COVERS UP THE NATURAL FRUIT FLAVOR



National



Company

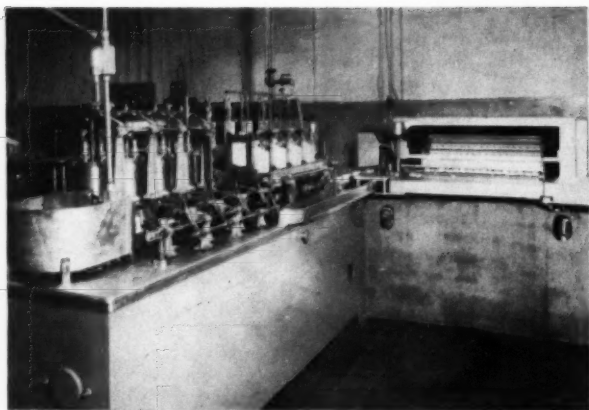
2656 W. CULLERTON ST.

CHICAGO 8, ILLINOIS

WRITE NOW FOR A TRIAL QUANTITY

. . . and if you have a production problem, let us do your experimental and research work. Our entire staff, complete laboratory and experimental plant are at your service without charge or obligation.

You Will Make a Better Product When You Use a *National* Stabilizer or Emulsifier



GENERAL VIEW of packaging machine used to produce individual ice cream servings and delivery of closed packages to the hardening tunnel is shown above.

Freezing And Hardening

BY W. C. COLE
*Arden Farms Company
Los Angeles, California*

CHANGES in appearance and physical characteristics of ice cream accompanying freezing are marked. Most important of these changes, from the point of view of ice cream texture, is the manner in which the ice crystals are formed. Considerable experimental data are available to show that fast freezing results in the formation of small ice crystals and that this, in turn, is a major contributing factor in the production of smooth-textured ice cream.

It is common practice to consider all of the changes which occur in the ice cream freezer as a necessary part of freezing. Actually the incorporation of air is a separate and distinct process from freezing itself, although as carried on in the ice cream freezer they occur simultaneously. Without attempting to minimize the significance of air incorporation, which serves as a basis of overrun, this report will stress the importance of the rate at which ice is formed from the water in the mix—i.e., rate of freezing.

Let us start with an ice cream mix at 40° F. and then consider what changes occur as the temperature is lowered. Disregard overrun and consider the influence of decreasing temperature upon the amount of ice formed. As the temperature is lowered, no ice appears until the freezing point is reached. Freezing points of mixes vary depending upon composition, but 27.5° F. may be considered a representative value. At that temperature, if ice crystals are present to initiate freezing, ice will continue to form as the temperature is progressively lowered. (Super cooling may occur in certain instances but is unlikely to occur to any significant extent in commercial ice cream freezing). For example, at 22° F. approximately half of the water in the mix is frozen; at 12° F. about $\frac{3}{4}$ of the water is frozen; at 0° F. nearly 84 per cent is frozen; and at

—25° F. about 90 per cent of the water is frozen. In commercial ice cream manufacture we seldom reach a temperature at which all of the water is changed to ice.

Since rate of freezing is important in producing small ice crystals, the more ice that is frozen rapidly, the greater the number of small ice crystals and the smaller will be the average size of the ice crystals. This in turn, increases the likelihood of smooth-textured ice cream. Under practical conditions the greatest rate at which ice is formed occurs in the ice cream freezer. In order, therefore, to freeze as much water as possible at a rapid rate, it is necessary to lower the temperature of the ice cream in the freezer to the lowest practical point. For a given temperature lowering, the maximum amount of ice formed occurs just below the freezing point of the mix. For that reason control of the drawing temperature of ice cream from the freezer is a very important factor in controlling the amount of ice which is frozen rapidly.

Considerable improvement resulted as regards freezing with the introduction of continuous ice cream freezers. They are designed to rapidly freeze a large portion of the water in the mix and permit withdrawal of ice cream from the freezer at temperatures that will ensure a satisfactory degree of freezing. With equipment now available it is possible to "over freeze" certain mixes, i.e., reduce the temperature too low in the freezer. The objection does not arise because too much water is rapidly frozen, but because of improper air incorporation and other undesirable associated physical changes. By and large the most common failure of those operating ice cream freezers is to "under freeze," i.e., draw ice cream at too high a temperature. It is possible that freezer designs may be available, at

a later date, that will enable rapid freezing of considerably more water and that this may further improve the quality of ice cream.

Under good operating conditions approximately 50 per cent of the water in an ice cream mix is frozen as it comes from the freezer. It should be obvious that the rate at which subsequent freezing occurs is also important. It can be demonstrated readily that rapid hardening is advantageous in producing smooth-textured ice cream and that often poor-textured ice cream can be traced to slow hardening. Other things being equal, low-overflow ice cream benefits more from rapid hardening than does ice cream with higher overrun.

The greatest opportunity to benefit by rapid hardening occurs in the case of unit service "individual" packages of low-overflow ice cream. It comes from continuous freezers at approximately 22° F., is then run through a special hardening chamber where air at -30° F. is rapidly circulated. Here it is frozen to a temperature of about 0° F. in a period of half an hour. Its smooth texture depends largely on rapid hardening. Pint packages, as another example, may be hardened in a cold blast tunnel to a comparable degree in somewhat more time (one to two hours). If they are improperly stacked in hardening rooms, however, so that air circulation around the packages is poor, it may take twenty-four to forty-eight hours or longer (de-

pending upon circumstances) to harden all of the packages in the middle of the stack.

Insofar as is practical, advantage should be taken of the following factors which tend to increase the rate of hardening: low temperatures and rapid air circulation in hardening rooms and tunnels, separating individual packages while passing through hardening tunnels, stacking packages so as to permit air circulation around maximum number of packages, use of small packages where air circulation is possible, use of containers with good heat conduction and with surfaces having good heat radiation capacity.

Summary

Since ice cream "freezing" and "hardening" are both concerned with freezing—they are in fact, successive steps in the same process—the advantages of rapid freezing apply to both. They serve as the most important means of producing smooth-textured ice cream. Balanced mix composition and proper storage conditions play major roles in maintaining good texture after it is produced, but proper freezing and hardening are primarily responsible for its production in the first place.

This article is based on a paper presented during the recent Dairy Short Course held at Oregon State College.

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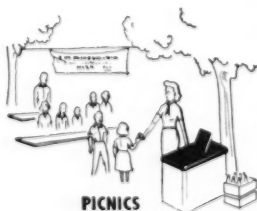
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Birth Of A Salesman

—from page 44—

consumer, according to the dealer, could not tell the difference between one ice cream or another; he was not educated to look for a better product and to be discriminating. Advertising of the product did not matter, because nobody advertised. If advertised, nobody noticed it or paid any attention because it was so insignificant. Reputation of the company, I learned, was of importance to the dealer. But there were only two companies with a reputation and length of service. One controlled New York and the other Brooklyn. Neither of them was the company by which I was employed.

I also learned that the product itself was very popular with the consumer. The product had complete consumer acceptance but no trademark had to any sufficient degree monopolized consumer demand. The competition, therefore, was not from the company, but from the salesmen in this particular territory. A good salesman, no matter what company he represented, was strong competition.

But there was one disturbing factor in the ice cream industry in New York at that time. A newcomer from Philadelphia claimed superiority of his product. The representative of that company in presentations to the dealers started to inject such terms as "richer" ice cream. The dealers (not the consumers) started to ask the ice cream salesman new questions: about butterfat content, the use of gelatin in the ice cream as a binder, and sometimes about the specks in the vanilla ice cream.

The rest of the companies in the metropolitan market were on the alert. And, if before, the manufacturers looked upon the sales department as a necessary evil, they began to realize that the dominant period of the ice cream business was over, and that prohibition was not the only factor to depend on to create a demand for ice cream drinks and ice cream. And even to hold their own business they needed a definite sales policy and a strong sales organization.

Did the other companies inaugurate a sales policy? Yes—only one policy: a policy of expediency and defense. Still, nobody showed an ice cream salesman how to approach a retail dealer and explain to him that by taking in ice cream, he could make profit. Just because the product itself had such universal appeal and general acceptance by the consumer, the dealer was adding ice cream to other products he sold in his store.

Many of the dealers I came in contact with looked upon our product as a necessary evil.

The high command in our industry first ordered the salesmen to avoid many of the questions raised by the dealers such as those pertaining to weight, shrinkage, profits, etc., and no information about them was given

by management to the salesmen. I remember the first time I encountered the painful question about profits on ice cream. In my daily solicitations of new customers, I called once on a drug store in Brooklyn. This store was located in a residential neighborhood and had a soda fountain, but the dealer depended primarily on packing ice cream.

I introduced myself to the owner and put to use my introductory sales talk. The druggist was a kind old man and did not refuse abruptly to entertain my suggestion that he change his ice cream brand. But he explained to me that for the last thirty years he had been dealing with the same Brooklyn concern, that he knew every salesman, every delivery man, and even the president of the concern, that he enjoyed his relations with all of them and that he saw no reason whatsoever to break them.

I left him, secretly admiring the strong bond between the dealer and the company. Using the process of elimination, I erased the name of this dealer from my list of potential prospects.

About six months later, I was in the same neighborhood and I had to make a telephone call. I walked into this drugstore and, when I approached the phone booth, I noticed that the soda fountain was closed. Curiosity struck me.

I approached the druggist, reminded him of my previous call, and asked him why he had discontinued the use of his soda fountain and the sale of ice cream.

Instead of finding the polite gentleman who acted so cordially to me when I made my first call, I found the druggist now was a volcano of hate and despised all who were connected with the ice cream business.

Full of emotions, he told me the following story: For the last thirty years his ice cream volume never was lower than 5,000 gallons a year. He was under the impression that he was making between 30 to 40 per cent profit. One afternoon during the hot spell we had in Brooklyn that summer, he ran out of ice cream and called for a special delivery. Four cans of ice cream were delivered to him and he paid the driver. He packed the ice cream in quarts and pints, and put the money collected from the customers for the ice cream into the pockets of his jacket.

When the four cans were sold, he counted the money. He told me he broke even. The next morning he called for his ice cream salesman. A salesman arrived and before the druggist told him what was on his mind, he inquired of the salesman as to the margin of profit that can be expected from the sale of ice cream.

The salesman was conservative and he told the druggist that on bulk ice cream in quarts and pints he could not expect more than thirty per cent profit. The druggist told him the story. The salesman naturally did not believe it and they went through a series of tests, after which the druggist claimed from his ice



LURE 'EM WITH

Northville VANILLA

Warm weather opens the fishing season for ice cream sales. You can bag the limit by using the right lure . . . pure, uniform, extra flavor-rich NORTHVILLE VANILLA.

Of course, species of customers and their taste preferences vary in different sales waters. That's why there is a Northville "lure" specially created to catch the customers in your region.

Remember, flavor is the most important factor in luring sales. People, quite naturally, judge the quality of your ice cream by its taste. Give your ice cream a flavor distinction. Keep people calling for ice cream by YOUR brand name. Standardize on NORTHVILLE VANILLA.

NORTHVILLE LABORATORIES
Incorporated
NORTHVILLE MICHIGAN

cream company profits on 150,000 gallons of ice cream he had sold in thirty years at the rate of thirty per cent.

I do not remember whether the salesman offered the druggist a few cans of ice cream gratis or a five-cent rebate on future sales, but I do know that the druggist, with a broken heart and a new conception of the ice cream business, closed the soda fountain forever.

So, instead of using a normal overrun, instead of informing the dealer of the nature of our product and that air is what makes the difference between a mix and a finished product, instead of selling the dealer on the idea of selling package goods to the trade, which certainly would have benefited the company by placing the trade name before the eyes of the public, the salesmen when putting on new accounts, sold to the dealer everything but ice cream.

Salesman Was An Investor

As a matter of fact, the salesman was not selling the dealer, the dealer was selling the salesman. All kinds of considerations were attached to the product—from linoleum on the floor and an awning on the window and compressors on all refrigerated equipment to a complete banking service. The ice cream salesman became an investor for his company. A sixth "I" was added to the five "I's" mentioned above.

PREREQUISITE TO FINE ICE CREAM

Beck's

Always Finer

VANILLAS

BECK VANILLA PRODUCTS COMPANY
General Offices and Factory: EAST ST. LOUIS, ILLINOIS

But if the salesman were acting as a buyer with the dealer, he had to use all the salesmanship he possessed in his dealings with his sales manager—that was his hardest job. When the sales managers were completely sold by their salesmen, it was their turn to sell the higher-ups in their respective companies.

One ingenious ice cream sales manager installed in his private office on the wall above his desk a neon sign with only the word "No," which went off and on as the salesman approached him with his reports. Another sales manager put a big sign in his office reading: "According to Webster's dictionary, a salesman is a man who sells." The sales managers thus displayed that they were against these selling tactics. They were opposed to them but the demands from the brass hats for bigger and bigger volume got the best of them.

Then came World War II; with all its horrors, it brought a great relief to the ice cream organizations. We started to enjoy a seller's market and the ice cream industry realized that profits were more important than volume. The ice cream industry, by eliminating all pre-war practices, became sounder and healthier. Everybody anticipated a new era in ice cream selling.

The war ended and the golden period of ice cream selling perished with it. A revival of the old ways occurred.

Some of the companies, though few of them, have adopted a strong selling policy with a new and logical approach to the trade. The price, the butterfat content, and the weight of the ice cream are woven together and make one concrete presentation to the trade, without avoiding any issues. But the rest of the companies still oppose it by employing the obsolete and costly methods.

In Retrospect

Looking back at the past twenty-three years, I can see how the ice cream sales organizations, despite all these shortcomings, have pushed ahead and with unlimited resourcefulness have increased the distribution of the product almost to a point of saturation (unless the undertakers begin to install ice cream cabinets in their funeral parlors).

In conclusion, I would like to emphasize that ice cream gets into your blood and very few men, after a few years spent selling this wonderful product, drift away from the industry. So instead of calling my story, "The Birth of a Salesman," I could have used another title, very popular these days, and called it "From Here to Eternity" because old ice cream men never fade away, they don't even melt away, they just die.

This article is based on a talk given during the forty-fifth annual convention of the Association of Ice Cream Manufacturers of Pennsylvania, New Jersey and Delaware.

Equipment Situation

from page 61

equipment during the past year has not equalled the depreciation of that in use, consequently sooner or later demands will be made upon the equipment manufacturers which they may not be able to meet.

The dairy equipment manufacturer is, of course, primarily interested in serving the dairy processing industry and has proved this in the past but there is a limit to what he can do.

If he is unable to keep his plant operating on the manufacture of dairy equipment because he cannot secure the necessary material, for one or other of the reasons I have outlined, he naturally endeavors to find other ways to keep his personnel employed and turns, if possible, to defense contracts where there is no difficulty in procuring the raw material. Many of our manufacturers have already done this and others are trying to; once a plant, however, becomes tied up on defense work it is sometimes very difficult to switch back to dairy equipment even if it is badly needed.

An indication of this trend is that for the first quarter of 1952 requests for materials under CMP for dairy processing equipment were twenty-five per cent below the quarterly level of the first half of 1950, whereas requests for such materials for other food processing equipment were thirty-one per cent above the pre-Korean base.

What Can You Do About It?

You naturally are wondering what you can do about it. The answer depends upon your own particular situation. If you need equipment for your present essential use, you should order it as soon as possible; further, you will definitely help your supplier if you apply the rating to which you are entitled. If you are planning on changes within the next year, do not wait until you actually require the equipment before you order it, or you may not be able then to get the type of equipment you desire. Remember, the manufacturer cannot suddenly procure the necessary raw material regardless of how urgently you may want the finished equipment. If your present equipment is adequate for your needs, then take care of it.

The latest and best machinery and supplies and equipment and every necessity for the modern dairy processing industries will be on display this fall, September 22 to 27 at the eighteenth Dairy Industries Exposition in Chicago. I urge you all to plan attendance. This is the first time a Show has been held in Chicago, and you have probably already noted that it is being held a month earlier than has normally been the case. September in Chicago—the best time and

place for the modern dairy processor to see the latest in supplies and equipment—even if he does have to wait for a couple of months to order some of it!

The slogan for this year's Show is: "All That's New in Fifty-Two." Emphasis will be undoubtedly on new types of equipment and improvements on present types which will aid in reducing operating and processing costs. For example, an automatic case filling unit shown for the first time at Atlantic City in 1950, has now been perfected and has been in operation for the past three months in a large plant in New York. It will be displayed in Chicago. Great interest has been taken in the last two years by sanitarians, dairy processors, and dairy equipment manufacturers in the question of "cleaned in place" sanitary pipe lines. The latest information on this development will be available at Chicago in September. New merchandising and display methods will all be a part of the big Show, and the week of September 22 to 27 spent at the Dairy Industries Exposition at Chicago should be of great help to every dairy processor in preparing for the many problems which will undoubtedly face us all in the years ahead.

This article is based on a talk given during the recent Ice Cream Short Course at the University of Georgia. Mr. Glasser is Treasurer of the Diversey Corporation, Chicago.



THE HILL 90XIC Whenever this case goes in, sales and profits start to climb. The 90XIC is completely automatic—a great labor saver—has a tremendous display area, unbroken by plates or bulky partitions. Its overall beauty stands out anywhere! It's the right case for a "Big Stop."

Write for catalog.



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Call for Van-Sal Vanilla

... by phone ... by wire ... by letter ...
 you can always depend on Van-Sal ... for the
 very tops in quality ... and promptness in
 delivery ... because Van-Sal is always there
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VAN-SAL Vanillas

S. H. MAHONEY EXTRACT CO.
Sally H. Mahoney, Pres.
 221 E. CULLERTON RD. CHICAGO 16, ILL.

Training Salesmen

from page 30

invited to a two-day meeting for the purpose of writing a General Ice Cream Salesman's Job Analysis.

We were able to write the job analysis in the two days, although it was necessary to work evenings in order to finish it. The analysis as written by the salesmen was then submitted to Management for approval. After Management's approval, it was put in its finished form as shown here.

JOB ANALYSIS OF A GENERAL ICE CREAM CORPORATION SALESMAN

The salesman's job has been analyzed and broken into major divisions, listing activities in which he engages and upon which time and effort are spent.

The listing of divisions follow:

1. Planning Work and Effectiveness of Time
2. Merchandising Present Account
3. New Accounts
4. Promotions
5. Credit and Collections
6. Keeping Records and Making Reports
7. Traveling Between Calls and Care of Company Car
8. General Information

It is important to note that the number 1 phase of selling is "Planning Work and Effectiveness of Time." Unless this is done your selling efforts will not show the results they should from your territory.

The first function in planning your work applies to "Merchandising Present Accounts" by segregating your accounts into A, B, and C classifications:

Type A—the cooperative, good account called on twice a month or more; one who is willing and cooperative in regard to using our promotions; willing to try new item make-up; willing to try new methods of scooping etc., and will spend real effort to make new ideas click. This type of operator is always looking for means to increase his sales and profits, and willing to work to do so; he is not discouraged if every idea is not 100% effective.

Type B—the good account that must be called on regularly with advertising. Will use some promotions provided they have been tested elsewhere and do not require extra effort on his part. He will expect every idea he uses to be a profitable one for him.

Type C—the small account, 500 gallons and under. Called on by the salesman once every two or three months. Regular advertising usually delivered by route driver or mailed. The route driver should be asked to let you know if this account needs an extra call.

You will be allowed more time for new business solicitation, special merchandising work, and your routine service calls if you first segregate your accounts into the above A, B, and C categories.

Planning Work and Effectiveness of Time

1. Place dealers in either category A, B, or C.
2. Set up plans for day's work schedule.
3. Allow adequate time for new business solicitation, special merchandising work, and routine service calls.
4. Carry and properly utilize all sales tools.
5. Answer request call by phone. Call first—it may save time and a trip.
6. Call office at definite time each day.
7. If customer calls you—call back same day.
8. Encourage driver cooperation.
9. Keep manager completely informed.
10. Cooperate with all other departments.
11. Know reason for each call.

Merchandising Present Accounts

1. Make regular calls. (As designated by policy.) (See proper person.)
 - A. Contact summer accounts 2 or 3 weeks before they open.
 - B. Contact all school accounts before they open.
2. Put up advertising.
3. Discuss gallonage trend with owner or manager of store.
4. Check conditions of product and cabinet.
5. Promote a full variety of products wherever possible.
6. Discuss success stories of similar operations.
7. Acquaint dealer with current pricing policies.
8. Acquaint dealer with any changing of our policies on refrigeration, deliveries, credits, prices etc.
9. Sell dealer on why it is profitable for him to sell our products.
10. Offer clerk training and management training. (Note: Try to give training to manager and he in turn will be able to train his own employees.)
11. Discuss modernization—where practical.
12. Know proper cabinet location (dry stop).
13. Outside identification. (Proper signs with relationship to gallonage.)
14. Acquaint dealer with current national and local advertising—radio, TV and magazines.
15. Expose and sell all promotions where practical.
16. Promote good will.
17. Check on cooperativeness of route driver towards dealer.
18. Create dealer enthusiasm.
19. Build dealer confidence in company and salesman.

NOTE: It is felt the riding of route trucks the first of each month is important—but due to the physical impossibility of some salesmen to do so, it is being left as a management decision as to who will ride the routes.

New Accounts

1. Analyze territory for growth.
2. Keep up-to-date prospect list.
3. Be alert for new type of outlets.
4. Get good Sealtest representation in each community.
5. Knowledge of factors to properly estimate gallonage of account (pre-approach).
6. Knowledge of dealer's type of business.
7. Get as much knowledge as possible about dealer.
8. Knowledge of dealer's needs.
9. Use planned sales presentation.
10. Use of success stories.
11. Knowledge of competition.
12. Knowledge of corporation policies (as defined by local management).
 - A. Refrigeration
 - B. Price (regular trade and institutional)
 - C. Signs
 - D. Delivery and other services
13. Make and utilize good contacts.
14. Promote good public relations.

Promotions

1. Knowledge of promotion value.
2. Sell value of promotions to dealers.
3. Sell promotion and value of same to route salesman.
4. Proper application of promotions.
5. Put up material at proper time.
6. Use of success stories.
7. Exploit cooperative accounts, then use them as success stories.
8. Use imagination and initiative to develop new promotions.
9. Familiarize yourself with and utilize to advantage all advertising material.

Credit and Collections

1. Familiarize yourself with local management's credit policies.
2. All accounts C.O.D. unless otherwise authorized by management (credit application form made out).
3. Check accounts receivable weekly and make necessary collections.

(Continued on next page)

ICE CREAM FIELD, June 1952

FULTON

THE PERFECT MOLD FOR STICK CONFECTIONS



**NO
ROYALTIES
TO PAY**

Single Molds Available in 3, 3¼, 3½ and 4 oz.

Twin Molds available in 4 ounces

Junior Molds or Core Molds available in 2 oz.

• Baskets, bumpers and handles made of polished stainless steel welded into rigid frames • Cups made of heavy tinned copper, the fastest refrigeration transmitting material • Pan drawn from one piece with ¼ inch copper wire rolled into rim • All corners rounded • No seams to crack open • Smooth interior finish.

MOLD RACKS

The perfect rack to protect your Molds... sturdy galvanized construction... rubber cushioned shelves... prevents scratches and damage to molds... hard rubber castor wheels... made in two sizes: 25 Mold Rack, floor space 20" x 43"—30 Mold Rack, floor space 20" x 55".



STICK HOLDERS

Speeds production... reduces costs... positive clamp arrangement... perfect stick alignment... easy to clean... simple in design... only 3 parts to assemble or disassemble... all stainless steel construction... available in single or twin models.



DEFROSTING TANK

All Stainless Steel construction... float with top rollers to slide empty molds into conveyor lines... adjustable legs... insulated side pads to protect operator from heat... floor space 25" x 12".



A complete factory maintenance and repair service is available on all types of Ice Cream Equipment, including the repairing and retinning of old molds of any make. Spare parts carried in stock for all equipment we sell.

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Irondides 6-7678

Established 1922

4. When dealer's bill increases—be alerted and check with other suppliers.
5. Encourage route salesman to report all information on dealer's financial standing.
6. Make constant effort to convert charge accounts to C.O.D.
7. Use surcharge to reduce long overdue balances.
8. Promptly handle disputed charges and credits.

Keeping Records and Making Reports

1. Posting of C.I.R.B. (gallage, promotions, re-estimating gallonage, equipment, dealer's name and address).
2. Posting planned day's work book as calls are made.
3. Daily report to management (where called for).
4. Weekly sales report to G.O.
5. Special reports as called for.
6. Keep market survey current.
7. Other reports as called for.
8. Record mileage daily and turn in monthly.
9. Make a dealer analysis—to help analyze territory.

Traveling Between Calls and Care of Company Car

1. Plan work to spend minimum amount of time between calls.
2. Avoid back-tracking.
3. Acquaint yourself with company booklet "Your Company Car" and abide by instructions contained therein.
4. Familiarize yourself and conform to local traffic regulations and license requirements.

General Information

1. Salesman is responsible for his territory at all times.
2. Starting time is when office opens (either in office of territory).
3. Familiarize yourself with history and tradition of General Ice Cream.
4. Read trade publications.
5. Constantly work for self-improvement.

6. Encourage friendly relations with fellow employees in all departments.
7. Answer mail promptly.
8. Talk with management whenever possible on what affects costs.
9. Expense accounts are subject to local management's policies and approval.
10. Acquaint yourself with the workings of each department.
11. Observe and comment as to how delivery efficiency and economies can be accomplished.
12. If you join civic organizations they should be to your advantage in business.
13. Never promise more than we can deliver.
14. Follow through—keep your promises.

This job analysis project was enlightening to our sales force, for prior to its development it was a popular belief that what constituted a General Ice Cream salesman's job in one area did not apply in another. As a result of the job analysis, we were able to prove the basic elements were all the same—that only their execution changed slightly from one area to another.

This job analysis has formed the foundation of our training program. From it we take each item and explore it during monthly sales meetings until every man thoroughly understands it.

Setting up our meetings cost us many hours of thought. Most meetings are dull, and it is a problem to keep people awake. We have been successful in having interesting meetings through changes of pace and audience participation.

The changes of pace come from starting each meeting with a general discussion of a specific retail problem which the salesmen are apt to be confronted with, such as proper layout of equipment and why each equipment piece belongs in a certain place, how to cost and price a menu, the importance of keeping records for accurate control, proper measurements for counters, stools, etc. During these discussions we prompt participation from the group and strongly encourage the salesmen to ask every question they can think of in order to remove all doubts from their minds. We find these open discussions give our men more confidence when talking to dealers and prospects.

We follow these discussions with training films, after which the films are highlighted as they apply to us in selling ice cream. After lunch we have practice sales presentations in which the salesmen take turns selling each other. Those practice presentations have been extremely helpful to our men. Each presentation is critiqued. Good sales points are emphasized and it is noted how other points could have been brought out more effectively. Here is where utmost caution must be used by making certain no man is embarrassed to the point where he will withdraw within himself and be adversely affected as a result of any criticism.

We have had success along this line by emphasizing over and over again that our sales meetings are practice sessions. The meeting room is the same as a coach's locker room—it is where we train ourselves to do a better job—it is where we get our bumps and bruises so that when we tell our sales story to a prospect or

PROMOTE GALLONAGE

with
Easy-Dip HOME USE
ICE CREAM SCOOP



15,000,000 new bulk ice cream buyers need this colorful home-use scoop... and it will BOOST your bulk sales as a promotion item.

To introduce you to this NEW promotion send \$1.00 in cash or money order and we will mail postpaid two EASY-DIP DISHERS. For prices write—

THE LLOYD DISHER CO.
DECATUR, ILLINOIS

This all-plastic, non-breakable scoop is the ideal self-liquidating promotion for upping your gallonage in 1952.

dealer it pays off, because our costly mistakes have been eliminated through practice. The more a salesman practices his sales story, the better he will sell.

As a final touch to our sales meetings, we are overcoming what was once a major problem—that of getting each salesman to stand up in front of a group and express himself well. We do this by assigning a subject for each meeting and each man gives a five-minute talk. When we first started this, our salesmen were reluctant to participate, but now they all enjoy it and the improvement is wonderful.

The underlying motive to all our sales meetings is to give our salesmen knowledge and to develop their confidence.

Knowledge of the ice cream business has always been considered extremely important in measuring an ice cream salesman's ability. We still think so, but also think knowledge of a retailer's problems is more important. After all, we have every known device to insure us of a high quality product. Our salesmen deal almost entirely with people running their own retail businesses. Why then isn't it of utmost importance that an ice cream salesman know what the retailer's problems are and what the solutions to those problems are?

We think it is extremely important, so much so that we have now launched as part of our sales training, an intensive program to give our salesmen this retail experience. We made the necessary arrangements with a cooperative druggist and owner of a modern store in Schenectady, New York, home of our general office, to bring two salesmen a week into the luncheonette for a week's course in modern fountain operation. This week of work by our salesmen is strictly supervised from beginning to end. The work week for the salesmen is the same as for any other employee and all phases of the operation are covered such as: Layout of counter and equipment for efficiency of operation, particular attention to importance of detail in item makeup, costing of items, customer approach, handling of cash, keeping of records, etc. No detail is overlooked.

An important factor in this practical fountain training is the stressing of "over-service." All items served are made up to satisfy the public's desire to eat more ice cream. The retail prices are set accordingly but all items are value for money paid. Particular stress is placed on hand-packed ice cream and controlled profits for the dealer. These are points which register extremely well with all concerned.

Our salesmen's reaction to this week of training is evident in their praises of it being the most beneficial week ever spent. Salesmen heretofore reluctant to go behind a dealer's counter to aid in instructing employees to do a better job now look for the opportunity to help everywhere they possibly can.

We intend to repeat this training each year.

We feel it is practical and instructive and will lend to greater sales through building of knowledge.

ICE CREAM FIELD, June 1952

ATLAS PURE VANILLAS

...more
taste
appeal
in every
gallon!



You can prove it for yourself—there's more strength and smooth delicious flavor in H. Kohnstamm pure vanilla extract... and it means more sell in your ice cream, at lower cost to you! Kohnstamm's exclusive process of extraction results in a more concentrated pure vanilla flavor... a lower cost per mix. Test it and taste it—and be convinced!



H. KOHNSTAMM & COMPANY Inc.

ESTABLISHED 1881
89 Park Place, New York 7 • 11-13 E. Illinois St., Chicago 11
4735 District Blvd., Los Angeles 11

Write for FREE test samples

VANILLA DIVISION

H. KOHNSTAMM AND CO., INC.

Send us test quantities of

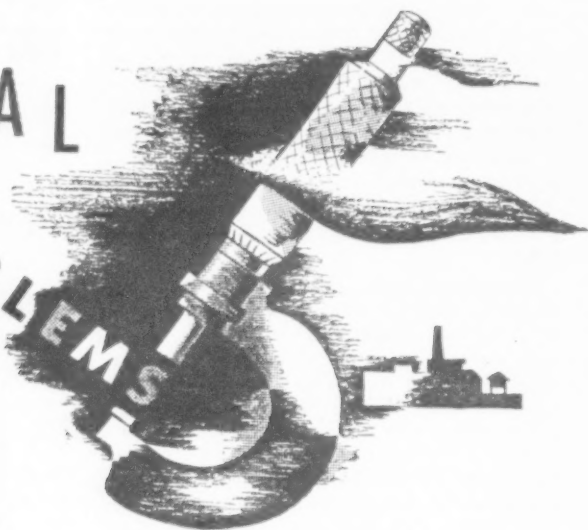
- ☐ K1483 Pure Vanilla Extract. 32 ozs. beans, 50% Bourbon, 50% Mexican. Use 1½ to 2 ozs. to 5 gallon mix.
- ☐ K1162 Pure Bourbon Vanilla Extract. 26 ozs. beans. Prime Bourbon Beans. Use 2 ozs. to 5 gallon mix.

NAME _____

COMPANY _____

ADDRESS _____

TECHNICAL PROBLEMS



By DR. C. D. DAHLE

Technical Editor, Ice Cream Field

Soft Ice Cream Formula?

Could you give us, please, a formula for soft-served ice cream with approximately 40% overrun and a minimum of 13% fat content. Can you give us, too, some advice on the amount of stabilizer to use with this ice cream.

Answer

Inasmuch as you are planning to make your soft ice cream from mix of 13% fat content, you can use a regular ice cream mix. I would suggest, with 13% fat, that you have 10½% serum solids, 15% sugar, and stabilizer to suit. Whatever stabilizer you are now using in your ice cream can be used as well in the soft ice cream.

Very often emulsifiers are used to make a drier ice cream so that it will stand up on a cone to a better advantage. The difficulty herein lies though, that with certain freezers, you may get more than your 40% overrun. I am not familiar with the type of freezer you have, but quite a few of the soft ice cream freezers, of course, do not ordinarily permit excessive overruns.

If you will write me again and tell me what materials you have on hand available for the making of your mix, I will be very glad to calculate the formula for you.

10% And 12% Mixes

We would like to have ice cream mix formulas computed for 10% and 12% fat.

We want to use the following in our mix:

40% Cream
3.7% Milk
Spray Milk powder
Cane sugar
Corn sugar
Stabilizer

Answer

Herewith you will find two mixes, one for 10% butterfat and the other for 12% butterfat, as you recently requested. I am including 0.35% stabilizer which you desired, and I am not just certain if that is the correct amount of stabilizer recommended by the company supplying you.

The mixes will test 10% butterfat, 12% serum solids, 15% sugar, 0.35% stabilizer, for the lower fat mix. The 12% mix will contain 12% butterfat, 11% serum solids, 15% sugar, and 0.35% stabilizer.

	10% Fat	12% Fat
40% cream	19.50	25.00
3.7 Milk	59.15	54.55
Spray Dry Skim.	6.00	5.10
Cane Sugar	11.25	11.25
Corn Sugar	3.75	3.75
Stabilizer	0.35	0.35
	100.00	100.00

Dry Mix Formula?

Could you suggest a formula for a 12% mix, 12% fat, 11% S.S., and 15% sugar just for packaging pints. This would come off very dry, hold its required weight and get maximum overrun, even where the refrigeration was not too cold on the barrel.

Answer

If you let me know what materials you have on hand, I will be very glad to figure a 12 per cent mix for you. This would be an ideal mix for packaging ice cream, and can be made as dry as you desire by using egg yolk or some of the emulsifiers. Many of the supply houses carry emulsifiers, and small quantities ranging from 0.05 per cent up to 0.1 per cent would give you as much dryness as you would require.

You may have some difficulty getting too much overrun, however, if your refrigeration is not cold enough. One of the things to be said about emulsifiers is that they increase the overrun very rapidly, and if the batch freezer is used with

high temperature refrigerant, you may get too much overrun before the ice cream is frozen sufficiently to withdraw.

With continuous freezers, there is not much difficulty involved, and definitely you will get as much overrun as you wish by the use of these products.

Storing Condensed Skimmilk?

We are interested in freezing and storing some plain condensed skim if it is possible to do so. We are making 29% condensed.

Have you people done any research on keeping plain condensed? How long can it be kept? Would it be possible to pump it from the pan into a vat and incorporate sugar in it and then pump it over a surface cooler? How much sugar would be necessary for preservation? Would homogenization keep the sugar in solution longer?

We would appreciate any advice you could give us, for we can make plain condensed, but have no facilities for manufacturing sweetened condensed skim.

Have you any bulletin or suggestions for making mix for soft ice cream? The regular mix does not seem to do the job completely.

Answer

It is possible for you to store plain condensed skimmilk in the frozen state. We have been doing this commercially for the past four or five years with excellent success. Our procedure is to preheat the skimmilk at a temperature of about 145 to 150 degrees and to condense to a total solid content around 32 total solids. We cool this over a surface cooler and

PRODUCTION PROBLEMS?

If there's anything awry in your production room, perhaps Dr. Dahle can provide the solution to the problem. Address him c/o ICE CREAM FIELD, 19 West 44 Street, New York, 36, New York.

run directly into 50 pound newly tinner cans and freeze it. We keep it in frozen storage at a temperature of -10 to -15 until we use it. We have had some of this in storage for as long as nine months and used it in the ice cream with perfect success. We have been doing this for several years.

Only occasionally do we find a curdy condition at the time of making the ice cream mix, and that is only when the condensed may be eight or nine months of age, but the material disperses readily into the mix.

We find this one of the best ways we know for storing milk solids-not-fat.

I would not bother with the sugar product that you mentioned in your letter. Since you are not equipped to cool sweetened condensed, I would not bother making sweetened condensed, but I would definitely store plain condensed skimmilk as I have mentioned. Ordinarily we use superheated in our ice cream, but when we store condensed milk, we do not superheat.

I have no bulletins on the manufacture of soft ice cream, but I do not see why a formula such as I gave you before, does not work. We are selling mix to soft ice cream manufacturers and are having excellent results with a mix containing 10% butterfat, 12% serum solids, 15% sugar, and sufficient stabilizer to do a good job. We also use a definite amount of emulsifier with this.

Cash in on brand-new fruit combination *for* **SHERBETS**

Limpert's Vine-ets Sherbet Fruits in a great variety of flavors and colors open up a tremendous and profitable field for fruit combinations in Sherbets. Vine-ets are seedless grapes, skinned by a special Limpert process, deliciously flavored and attractively colored. Approximately 3000 pieces to the gallon—very economical to use. Vine-ets—Lemon (yellow), Maraschino (red), Lime (green), Mint (green), Oxheart (purple). Wire at once for full details for big profits this summer.

Limpert **BROTHERS, INC.**

Fruits, Nutmeats and Flavors for the Ice Cream Industry
VINELAND, NEW JERSEY



*Cool, cool lemon Sherbet with
tasty colorful lime "Vine-ets"*



Steel Problems Aired At NADEM Conclave

KEYNOTE of the annual meeting of the National Association of Dairy Equipment Manufacturers, held May 12 to 14 at Westchester Country Club, Rye, New York, was a panel discussion of the stainless steel situation by representatives of government and the steel companies. The three day meeting was presided over by D. G. Colony of the Manton-Gaulin Manufacturing Company, assisted by NADEM Executive Secretary, John Marshall.

Frederick F. Franklin, Assistant Chief, Ferro Alloy Branch, Iron and Steel Division, National Production Authority, gave an illuminating talk on "The Current Nickel Situation—Our Share of World Supply." He explained why the nickel situation was critical, and, in answer to a question from the floor, further explained why cutbacks in immediate defense production would not mean more nickel for dairy equipment manufacturers.

SPEAKERS' TABLE at recent meeting of the National Association of Dairy Equipment Manufacturers included (left to right) Messrs. Fistere, Marshall, Colony, Carmody, and Hartwell (at the rostrum).



Other featured speakers included: John M. Carmody, Engineering Consultant, Small Defense Plants Administration, who outlined the "Organization and Operation of Industry Pools for Participation in Defense Works"; and Roy Hartwell, Chief, Food Processing Machinery Branch, General Industrial Equipment Division, NPA, who discussed "New Developments in Controlled Materials Situation and the Outlook for the Near Future."

The panel of steel producers included top metallurgical and stainless steel executives from five companies: Allegheny—Ludlum Steel Corporation, C. B. Boyne and Dr. R. A. Lincoln; Armco Steel Corporation, Stanley P. Watkins; Crucible Steel Company, W. B. Downes and D. W. Kaufmann; Republic Steel Corporation, V. W. Whitmer; U. S. Steel Company, W. S. Birney, D. C. Buck and J. S. Ewing.

The steel executives' round table discussion of the continued use of nickel-bearing stainless steel in the manufacture of dairy equipment brought out the general opinion that there was no satisfactory proven substitute for nickel-bearing stainless steel, and that the problem of corrosion necessitates its use in some functional applications other than just milk contact surfaces.

A resolution was passed to organize a program of pilot study of alternate materials for 18—8 stainless steel in the manufacture of dairy equipment to determine both mechanical and corrosive-resistance qualities.

Charles Fistere, NADEM counsel, gave a short talk on current business regulations.

J. L. Brazee, Director of Sales for the Creamery Package Manufacturing Company, was elected chairman of the Executive Committee, succeeding D. G. Colony. The new board of directors consists of six members: R. F. Anderson, Anderson Bros. Manufacturing Company; J. L. Brazee; D. H. Burrell, Cherry-Burrell Corporation; E. M. Howe, Waukesha Foundry Company; G. D. Scott, Ex-Cell-O Corporation; and P. P. Weidenbruch, Damrow Brothers Company.

Exposition Rules Listed

IN addition to the thousands of dairy industrial men and women who will attend the Eighteenth Dairy Industries Exposition, to be held on Navy Pier, Chicago, September 22 to 27, there are some who have never attended an Exposition who appear uncertain whether they can be admitted.

Letters reaching Dairy Industries Supply Association, the Exposition's sponsor, indicate this, the association recently said.

DISA's Exposition Credentials Committee prepared in March of this year a small booklet of rules and examples relating to special admissions cases. It is called "Who Is Entitled to Admission to the Dairy Industries Exposition?" In everyday language it tells who is admitted, who must pay specified admission charges, and what liabilities are incurred by those who wilfully disregard the rules.

It also further emphasizes that dairy processors—and various others clearly to be regarded as being closely linked to the dairy processing field—are admitted instantly and without fee.

A copy of the small publication will be sent free to those requesting it by name (it should not be confused with the booklet, "Dairy Industries Exposition" which deals with many other aspects of the Show and of Show attendance, and is currently also being distributed free by DISA) from Dairy Supply Industries Supply Association, 1108 Sixteenth Street, N. W., Washington 6, D. C.

Dairy Queen Sets Date

New Orleans, Louisiana will be the scene of the fifth annual convention of the Dairy Queen National Trade Association. Dates are from January 19 to 21, 1953. The Hotel Roosevelt will be headquarters.

HTST Conference Held

The high-temperature short-time pasteurization conference at the University of Illinois on May 6 and 7 was attended by 143 persons from dairy plants and public health departments in Illinois and the Middle Western States. The Department of Health in Winnipeg, Canada was represented at this conference.

The program consisted of a demonstration of control instruments on high-temperature pasteurizer by J. Barber and L. L. Forward of the Taylor Instrument Company and by H. Wainess of the U. S. Public Health Service. The Taylor Instrument Company supplied a number of cut-away instruments, including thermometers, flow diversion valves, pressure valves, magnetic switches, etc., while the U. S. Public Health Service had its mobile HTST pasteurizer on exhibition.

In addition to the demonstration on pasteurizing instruments, representatives were present from the manufacturers of HTST equipment to explain the operation of this equipment in the University Creamery. These representatives included Frank Board and H. E. Behlmer of the Cherry-Burrell Corporation, R. R. Crist of the Illinois Creamery Supply Company, L. T. Gustafson of the Creamery Package

Manufacturing Company, and E. McIntire of the Meyer-Blanke Company. All were assisted by V. L. Swearingen, the Creamery Manager.

Mobley Heads New Group

A group of independent soft-served ice cream manufacturers met recently in Aurora, Illinois to formulate plans for the establishment of an organization large enough to effect cooperative buying of point-of-sale advertising material. Participants in the conference expressed the belief that the retail soft-served ice cream operator has many problems which can be handled more effectively by an organization than by an individual. The group expects to serve as the nucleus of an appropriate organization.

E. D. Mobley, 801 East Norris Drive, Ottawa, Illinois, was elected President. Mr. Mobley stated that he invited inquiries from interested persons.

Northwest Association Meets

The fourteenth annual convention of the Northwest Association of Retail Ice Cream Manufacturers was held recently in Gearhart, Oregon. Highlights of the meetings were discussions by members of the Western Fountain Institute, a



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MEANS DIFFERENT THINGS,



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HIGHEST QUALITY

SPRING, summer, fall—no matter what the season Sani-Serv means

only highest quality in continuous direct-draw Dairy Freezers.

Serve refreshing soft ice cream desserts and watch your profits

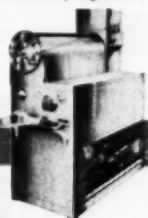
SPRING up with the new, noiseless, stainless steel Sani-Serv,

America's foremost freezer, complete with Automatic Selector.

Continuous operation, with minimum upkeep costs, assures you greatest profits. Springing upward in popularity, year after year, Frosted Malts, Ice Milk, Sundae, Soft Ice Creams, plus many other frosted favorites are all manufactured and dispensed by the Sani-Serv.

WRITE TODAY FOR FREE INFORMATION

General Equipment Sales, Inc.
824 S. WEST ST., Dept. IF
INDIANAPOLIS, INDIANA



talk by a Government official on "Price Controls," the Ice Cream Breakfast, and the Ice Cream Clinic, conducted by Professor G. H. Wilster of Oregon State College.

North Carolinians Active

Frank Bushek, Eastern Regional Director of the American Dairy Association, was the guest speaker at the May 13 meeting of the North Carolina Dairy Technology Society. The meeting was held at the Saddle Club in Durham. Mr. Bushek's topic was "Merchandising and Advertising of Dairy Products."

It has been announced that the 1953 convention of the North Carolina Dairy Products Association will be held in the Hotel Carolina, Pinehurst, from January 22 to 23. The group's annual outing will be held August 7-8 at the Grove Park Inn, Asheville.

175 Attend Indiana Sessions

INDIANA consumers are getting better quality ice cream than they did a year ago, according to the scoring of forty-three samples submitted by thirty-seven ice cream manufacturers at the Ice Cream Institute held at Purdue University April 24. The Institute was sponsored by the Indiana Dairy Products Association in cooperation with the Purdue University Dairy Department.

Professor W. H. Martin, Kansas State College, Manhat-

tan, who judged the samples, said that there was a marked improvement in the bacteria count. Only one sample exceeded the state's minimum standard. Every sample of ice cream was free from biological foreign matter when checked by Purdue University Dairy Staff members. All samples scored good or excellent when examined for total sediment content.

About 175 people attended the Ice Cream Institute and the Fluid Milk Conference which covered a two-day program. Sebastian Risch, Manager of Beatrice Foods Company, Vincennes, outlined the "Costs and Problems in the Operation and Servicing of Milk Distributing Branches" at the Fluid Milk Session. Dr. R. W. Bartlett, Department of Agricultural Economics, University of Illinois, discussed "The Changing Pattern of Milk Distribution" on the same program.

James Cooper, Borden's-Furnas Ice Cream Co., Indianapolis presented an accurate and informative picture on the "Cost of Delivery and Servicing of Ice Cream Stops." He stressed the importance of studying the possibility of eliminating the very small stops that actually end up for a loss by the ice cream manufacturer. He mentioned that "too much" servicing through special deliveries and call backs can make some profitable ice cream stops unprofitable to the company.

Harvey Robbins, Paraffined Carton Research Council, Chicago, presented the Council's film on "Selling Ice Cream in Drug Stores" and commented on the research and promotion program for ice cream.

Others appearing on the Ice Cream Institute program were E. F. McCormack, S. H. Mahoney Extract Company, Chicago; Charles Fistere, Counsel for International Association of Ice Cream Manufacturers, Washington, D. C.; Vernon Huffman, Johnson Creamery Company, Bloomington who is Chairman of the Association's Ice Cream Division, and members of the Purdue staff including Professors D. V. Bryan; H. W. Gregory, head of the Dairy Department; R. E. Roberts; F. J. Babel and H. A. Hollender.

REVIEWING SAMPLES of ice cream during the Purdue University Ice Cream Clinic are, left to right, Vernon Huffman, Johnson Creamery Company, Bloomington; Professor W. H. Martin of Kansas State College; and R. A. Larson Executive Secretary of the Indiana Dairy Products Association.



Try this special blended formula in your marbled ice cream. Whip or pump the sauces easily and economically.

Packaged in 5 gallon steel pails. Requests for working samples and prices given prompt attention.

MANUFACTURED BY **BOYER BROS.** ALTOONA, PA.
INCORPORATED





CHICAGO Dairy Mixers were photographed at a recent meeting. Left to right are:

1ST ROW: Roy Smith, Chicago Cup Company, Frank Brashear, Cherry-Burrell Company, and Stark Humphreys, Northwest Cone Company. In the background is M. G. Van Buskirk, Secretary of the Association. J. Jefford and Bob Gair of Liquid Carbonic, M. G. Van Buskirk, N. K. Hammer and Ralph Dombrosky of A. E. Staley

Company; A. K. Seisselin, Kelco Company and Dick LaPat, Mulholland Company.

2ND ROW: Bob Thurber, H. J. Thurber Company, with Paul Pertz, Cremix Company; Aaron Levitas, Ambrosia Chocolate Company, with Bert Silverman, Northwest Cone Company; Bud Fisher and J. Parker of Container Corporation; J. W. Hummel, Standard Fruit Product Company, with Bill Godfrey, Nash-Kelvinator Corporation.

3RD ROW: Standing: Robert Christiansen and Gene O'Brien of R. P. Christiansen Company; seated: Bud Fisher of Container Corporation and H. Bingham of J. Wood Company; Bob Bereiter, Bowman Dairy, L. J. Beringer, H. Kohnstamm and Company, Paul Pertz, Cremix Company, and Bob Nelson, R. A. Johnston Company; Mrs. Kapound and Dr. E. G. Gordon of Gordon Associates; Sam Briggs, Kelco Company, Ralph Dombrosky, A. E. Staley Company, and Bob Bereiter, Bowman Dairy Company.

Dairy Men Become Actors

An unusual meeting of the Chicago Dairy Technology Society was held at the Chicago Furniture Club on May 14. A group of "actors," all members of the society, portrayed "without inhibitions" several incidents dealing with the development of the milk and ice cream industries. The performance was effected in pantomime, thus relieving the tireless Thespians of the necessity of memorizing dialogue.

Those in the cast included Ed McCormack, C. H. Beringer, N. K. Hammer, Ralph Goodwin, Robert Christiansen, Diana Cacich, Ted Schedler, Arnold Sutherland, Robert Lamson, Sr., Dr. William Collins, Elsie Noga, Adolph Brunner, Dr. Zoe Anderson, Anthony Paulus, Mark Goodman, Jr. and "friend," and Mr. and Mrs. Bob Atkins. Mary Welch, Chairman of the Entertainment Committee, served as director of the production and now is recuperating.

ADA To Air 1953 Plans

The Summer session of the Executive Committee of the American Dairy Association will be held at the St. Paul Hotel, St. Paul, Minnesota, July 23, 24 and 25, it was announced last month by President C. R. Schoby.

Mr. Schoby said the ADA program for the remaining months of 1952, as well as plans for 1953, will be presented to the committee representatives and released to the dairy industry following the three-day meeting.

NDC To Stress Nutrition

Prominent authorities in the fields of education, nutrition research, and communications will speak at the 1952 Summer Conference of the National Dairy Council, to be held at the Edgewater Beach Hotel, Chicago, on June 23, 24, and 25. The conference will be attended by dairy industry leaders and Dairy Council personnel from all sections of the United States.

The meeting this year centers around an action program for "Better National Nutrition" and the vital part played by Dairy Councils in educating the nation's food habits.

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Mary Welch Specialties
FOR ICE CREAM MANUFACTURERS
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Tri-State Group Convenes

L. G. GALLIKER, Galliker Dairy Company, Johnston, Pennsylvania, was re-elected President of the Association of Ice Cream Manufacturers of Pennsylvania, New Jersey and Delaware during the group's forty-fifth annual convention, held May 12 to 14 at the Pocono Manor Inn, Pocono Manor, Pennsylvania.

Eugene H. Goldstein, Golden Quality Ice Cream Company, Plymouth, Pennsylvania, was named Vice President. He succeeds Norman M. Clark, Sanitary Farms Dairy, Erie, Pennsylvania. Re-elected were Treasurer F. A. Roberts, Philadelphia Dairy Products Company, Trenton, New Jersey, and Secretary William H. List, Jr., New York City.

The entire Board of Directors continues in office. Members include G. M. Bracke, Mr. Clark, A. J. Claxton, J. J. Ernst, Mr. Galliker, J. F. Garber, Mr. Goldstein, W. B. Griscom, Jr., I. N. Hagan, M. W. Hill, O. G. Kennedy, Ridgway Kennedy, Jr., J. H. Laher, H. J. Maples, J. H. Meehan, J. H. Mulholland, C. M. Noetzel, W. J. Potts, Mr. Roberts, S. N. Roseberry, W. J. Shaw, A. F. Snyder, R. O. Tardiff, N. H. Thomas, J. R. Trexler, and Calvin Leichtman (honorary director).

The convention attracted several hundred ice cream manufacturers, suppliers, and their guests. Featured talks were given by Hugh L. Rusch, Opinion Research Corporation, on the subject "Attitudes Make Sales," R. O. Tardiff, Breyer Ice Cream Company, on "Wrapping of Stick Novelties," Charles F. Weinreich, Cherry-Burrell Corporation, on "In-Line Cleaning," George Anderson, King Company, on "Developments In Hardening Of Ice Cream," and George M. Bracke, Rieck-McJunkin Dairy Company, on "Bulk Trends In Plant Designs."

L. G. Galliker administered the business programs, all of which were well attended. An hilarious reception was accorded the remarks of Michael Bachman of Blue Ribbon Ice Cream Company, New York, on "The Birth Of A Salesman." Close attention was given to Robert H. North of the International Association of Ice Cream Manufacturers during his report on government and industry-wire activities.

Highspot of the business meeting was the sales, merchandising and advertising forum. Chairman A. H. Miller of Abbotts Dairies and co-Chairman A. C. Kunkel of Breyers shared the platform in leading a discussion on reviving interest in hand-dipped bulk ice cream. Byron Wilson of Abbotts revealed the results obtained by his company's campaign in the Philadelphia market. William Shaw of Breyers outlined the success of the New Haven Bulk Promotion Pro-

gram, described in the May issue of *ICE CREAM FIELD*. The effect of television and its costs was detailed by Frank W. Hooven, advertising manager of Abbotts Dairies, Inc.

The social activities, including the Country Fair, Racing, Card Parties, Golf Tournament and Banquet were up to the usual high standards. The various committees for the entertainment arrangements were under the Chairmanship of Clarence K. Snyder and Manny R. Burke. The Prize Committee was headed by Robert Davison and Percy Storr. The business sessions were arranged by E. H. Goldstein and N. M. Clark. The Golf Tournament was handled by Keith Van Buskirk and Robert E. Kerney. Norman Thomas and Harry Mulholland were in charge of the "Pocono Downs Racing." The Pot-O-Gold Treasure Hunt was arranged by Jack Ernst, Jr. and Charles McKenna. Duane Poulterer was in charge of the lawn sports and games.

Low gross award at the golf tournament was won by Jay Abbey. Second low gross was taken by Gene Pearce. Al Supplee won the low net prize and Mrs. John Burdan won the award for the Ladies Tournament.

At the annual banquet William Shaw, speaking for the association, honored its past Presidents. Attractive plaques were given to the following past Presidents: G. W. Brink, Joseph Potts, R. C. Hutchinson, C. J. Smith, E. N. Hershey, J. H. Meehan, R. T. Smith, W. L. Simmons, J. R. Trexler, J. H. Laher, J. F. Garber, A. Kennedy, Jr., I. N. Hagan, and A. F. Snyder. Also, gifts were given to the current President Lou Galliker, and to Miss Bessie Sloan of the association office. A. F. Snyder, now traveling in Europe, was unable to be present at the convention.

Philadelphia Mixers Elect Burke

The Philadelphia Dairy Mixers will be headed by M. R. Burke, Robert M. Green and Sons, during the coming year. Mr. Burke was elected President at the group's May 5 meeting. Duane Poulterer, Germantown Manufacturing Company, was elected Vice President. Joseph Conway, Johnston Chocolate Company, was named Secretary. The Mixers' annual outing will be held June 20 at the Aronimink Country Club. Sports and entertainment will highlight the occasion.

Canadians To Meet In Toronto

The thirty-sixth annual convention of the Ontario Association of Ice Cream Manufacturers will be held at the Royal York Hotel, Toronto, Canada, from December 7 to 9. The group's annual golf tournament is scheduled for June 22 at the Islington Golf Club, Islington.

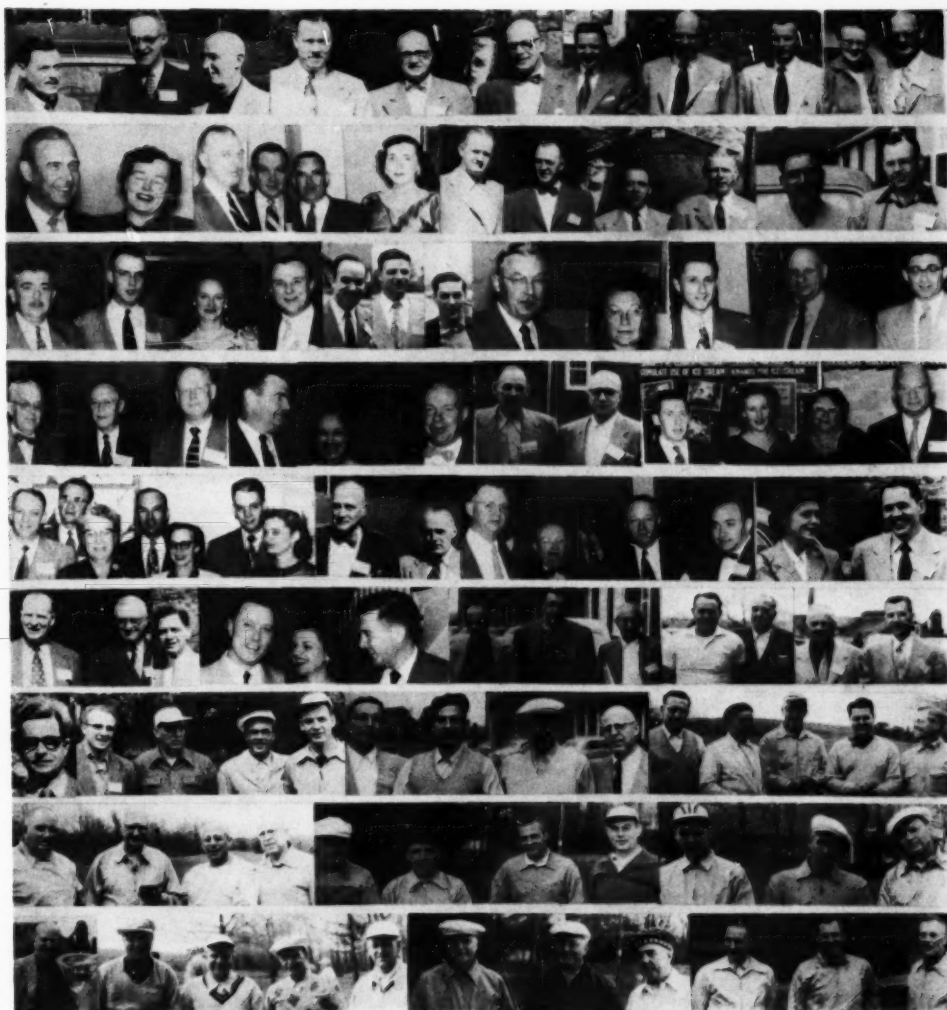
TRI-STATE CONVENTION personalities were pictured by the *ICE CREAM FIELD* man. Left to right are:

1st ROW: Byron Wilson of Abbotts with Lou G. Galliker of Galliker Dairy and F. G. Hummel of Johnstown Sanitary Dairy; another group of Abbotts executives included R. J. Kerns, Alan Miller and R. G. Kent; Schaefer, Inc. was represented by Mort Ackerman, Bernie Hanson and Elton

Hess; Mr. & Mrs. Stan Roseberry of Pe-ro Ice Cream.

2nd ROW: Mr. & Mrs. Ted E. Hoyer of Mohawk Cabinet Company; Savage Arms group included H. Schaeffer, W. K. Clarke and Mr. & Mrs. John Swisher; O. G. Kennedy of Supplee, C. M. Noetzel of Borden, Frank Caraballo of Supplee and C. T. Hubbell of Sutherland Paper; Pat Gallizo of Mathieson Chemical with Bob Kerney of Parker Vanillas.

3rd ROW: Chas. Zarrette of Joe Lowe Corp. with John Garber of Penn Dairies and Mr. & Mrs. Joseph Conway of Robert A. Johnston Company; Barr Cannon of Schnabel Company, C. G. Astheimer of Levensgood Dairy and Tom Cochran of Eskimo Pie Corporation; Mr. & Mrs. Harry Mulholland of J. H. Mulholland Company; Richard Katbenstein of Star Kay White, Samson Price of Chill-Ripe Fruit and William Rabin of Empire Biscuits.



4th ROW: Harold King of Maryland Baking, Mansel Keith of Dixie Cup and William Wade of Eskimo Pie; Robert North of the IAICM with Mrs. C. D. Dahle and George Anderson of King Company; C. L. Whitehead and Lou Wainer of Penn Dairies; Mr. & Mrs. D. A. Byerly of C. B. Gollam Sons with Mr. & Mrs. W. Friedrich of Keystone Wagon Works.

5th ROW: In this group are Mrs. R. C. Hutchinson, Mrs. Sid Thomas and Mrs. Howard Strayer with Claude Hutchinson, Jack Hutchinson of King Company, and Howard Strayer with Sid Thomas of Limpert Brothers; Andy Kunkel and J. Hunter of Breyers; E. B. Nordell and Frank Donnelly of Philadelphia Dairy Products with Gordon Phillips of Sealright and Morrie Yohai of S & S Cone; Mr. & Mrs. Dewees Showell of Mulholland-Harper Company.

6th ROW: William H. List, Ridgway Kennedy, Jr. of Abbotts and Eugene Gold-

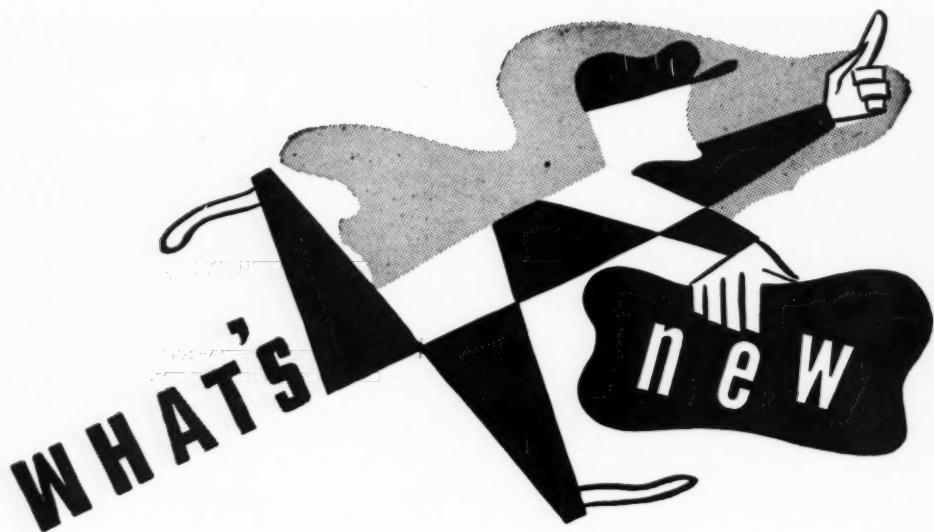
stein of Golden Quality Ice Cream; Bob Kerns of Abbotts with Mr. & Mrs. J. J. Ernst, Jr. of Pennco; Murph Hyman of American Food Labs. with Al Parks and Walter Roskam of David Michael; Vince Brown of Frigidaire, E. R. Wiegman of Anheuser-Busch, Bill Friedrich of Keystone Wagon Works and L. A. Vessel of Marathon Corporation.

7th ROW: I. N. Hagan of the I. N. Hagan Ice Cream Company; Howard Strayer of Limperts, Claude Hutchinson of Philadelphia Dairy Products, Sid Thomas of Limpert and Jack Hutchinson of Bloomer Brothers; Vernon T. Smith, Duane and Frank Poulterer of Germantown Manufacturing Company with Gene Pearce of Pe-Ro Ice Cream Company; Buck Rogers of Keystone Cone Company, Percy Storr of Food Materials, Lou Galliker of Galliker Dairy, Jay Abbey of Keystone Cone and

A. J. Claxton of Meadow Gold Ice Cream of Pittsburgh.

8th ROW: This golf foursome included John Burdan of Philadelphia Dairy Products, Ridgway Kennedy, Jr., of Abbotts, Walter Roskam of D. Michaels and Frank Poulterer of Germantown Manufacturing Company; Chet Dahle of Penn State College, Frank Carabello of Supplee, Arthur Enslar of Joe Lowe Corporation and H. McCloskey of Abbotts; John Nolan of Newly Weds, W. H. Stevenson of Oval Wood Dish and F. H. Battle of Breyers.

9th ROW: Harry Hyman of American Food Labs; this golf group included Don Carter of Kelvinator Division, Pat Sherman of Kelco, C. K. Snyder of Kelvinator and Bob Davison of Kelco; C. McClean and Walter Justin of Philadelphia Dairy Products with Jack Ernst; Rhen Gundrum of David Michael Arch Ostram of Dixie Cup and Frank Nelms of Woodlawn Farm Dairy.



people

MARS LOOKS OVER STRAWBERRIES

Elmer Mars, executive of Blanke-Baer Extract and Preserving Company, St. Louis, Missouri, spent most of last month in Brownsville, Tennessee, inspecting the strawberry crop there with an eye to selecting his company's requirements. The firm produces strawberry puree and frozen strawberries, as well as many other flavors, for the ice cream trade. Promotion features for coming months include fruit salad for June, peach for July, and raspberry ribbonette for August.

CLINTON FOODS NAMES CANDEE

Mark Candee has been elected Vice President of Clinton Foods, Inc. Mr. Candee will continue as general counsel of the firm, a post he has held since 1950.

JOHNSON FIRM ANNOUNCES CHANGES

H. A. Johnson Company, Boston and Mount Vernon, New York, announces the appointment of DeWitt M. Brandon, Jr. as sales representative in Virginia, West Virginia, Georgia, Eastern Tennessee and the Carolinas.

Mr. Brandon, who makes his home in Asheville, North Carolina, has been an accountant for a wholesale baking company in Atlanta and for several years was a bakery supply salesman for Ferris-Noeth-Stern Company, a Division of Wood & Selick Inc. in the same territory he will cover for Johnson's.

The retirement of George H. Jackman after thirty-two years as a salesman with the company also has been announced. Mr. Jackman, one of the best known food salesmen in the East, has been one of Johnson's top salesmen for many years.

His territory (Boston) will be assumed by Herbert S. Howes. Mr. Howes, with Johnson's for six years, has served

as assistant Boston Sales Manager, Boston Sales Manager, salesman and assistant to the president and is a member of the company's partnership group.

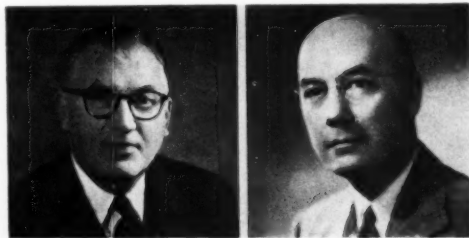
MARATHON REORGANIZES EXECS

Executive reorganization that included election of a new president and creation of three new offices was announced April 30 by Marathon Corporation, Menasha, Wisconsin, manufacturer of packages and packaging materials for foods.

John Stevens, Jr., Wausau, Wisconsin, senior Vice President from standpoint of length of service as a Marathon officer and director, succeeded D. C. Everest as President.

Mr. Everest, who joined Marathon as general manager when the company was founded at Rothschild, Wisconsin, in March, 1909, retained his dual positions as Chairman of the Board of Marathon Corporation and as Chairman of Marathon Paper Mills of Canada, Ltd., the company's principal timber and pulp-making operation.

Elevated to Executive Vice President in specialized capacities were Leo E. Croy and Roy J. Sund. Mr. Croy was elevated from Vice President in charge of marketing to Executive Vice President in charge of marketing. Mr. Sund,



L. E. CROY (LEFT) AND JOHN STEVENS

previously Vice President in charge of manufacturing, was named Executive Vice President in charge of manufacturing.

Frank J. Dvorak, formerly assistant to the president, was named Vice President in charge of finance.

D. A. Snyder will continue as Marathon's Vice President in charge of sales, a position he has held since July 1, 1948. Mr. Snyder has been with Marathon since 1929, when he joined the company as a sales representative.

HUDSON APPOINTS WARD



H. J. WARD

Robert A. Lamson, Jr., General Manager of the Hudson Manufacturing Company, vanilla producer, Morton Grove, Illinois, announces the appointment of Henry J. Ward as National Accounts Sales Manager.

Mr. Ward, a pioneer in the ice cream and dairy industries, was formerly Executive Secretary of the Chicago Ice Cream Manufacturers Association, Secretary of the Chicago Milk Dealers Association, and former Vice President and Treasurer of the Shedd-Ward Ice Cream Company.

At one time he was Chief of the Disbursing Division of the Federal Reserve Bank of Chicago, and Secretary of the Labor Mediation Board. Also, he co-authored with Colonel Marcus Munn, of the National Dairy Council, the publication, "Ice Cream, the Perfect Food."

WILHOITE SUCCEEDED BY KEFAUVER



F. S. KEFAUVER

L. J. Wilhoite has been succeeded by F. S. Kefauver as zone manager for Southern Dairies, Inc., manufacturer of Sealtest dairy products. In his new position, Mr. Kefauver will direct operations of the concern in the Tennessee area, including manufacturing plants at Chattanooga and Knoxville.

Mr. Wilhoite will continue in his position as a director of the dairy concern as well as in other business and civic activities which include chairmanship of the Electric Power Board of Chattanooga.

Mr. Kefauver has been connected with the dairy business since 1927 at which time he was associated with Britcher Dairy of Norfolk. Since joining Southern Dairies in 1935 he has spent eight years in Tennessee as assistant plant manager of the concern's Knoxville operation. For the past four years he has held the position of Assistant General Sales Manager of Southern Dairies at the headquarters office in Washington, D. C.

LOUIS H. PLECK RETIRES

Louis H. Pleck announced his retirement and the election of Delmar H. Newton as President and General Manager of the Pleck Ice Cream and Dairy Company after the recent annual meeting of the company. The firm is in Sturgeon Bay, Wisconsin.

Mr. Newton has been with the company for more than



Never a
question of
cleanliness...

with
DIXIE CUPS

...the paper cup everybody knows by name!

Fountain customers never doubt that the service is clean when genuine Dixie Cups are used. They know Dixies meet the most exacting health standards... are always clean... always safe... never touch another person's lips! And somehow, the ice cream seems to taste better when customers know the cup is clean!

For a reputation of spotless service... for increased ice cream volume... fountain operators everywhere are finding it pays to switch to Dixies, the greatest name in paper cups!



"Dixie" is a registered trade mark of the Dixie Cup Company

DIXIE CUP COMPANY

Easton, Penna., Chicago, Illinois, Burlington, S.C.,
Pl. Smith, Ark., Brampton, Canada

fifteen years and has acquired a substantial interest. He came to Sturgeon Bay from Appleton where he was employed in the dairy industry after completing a dairy course at the University of Wisconsin. He has been closely associated with the growth of the Pleck Ice Cream and Dairy Company, which was founded by Frank I. Pleck, father of Louis, in 1895.

The new officers elected at the annual meeting were as follows: Delmar H. Newton, President; B. S. Simpson, Vice President; and Herbert W. Johnson, Secretary and Treasurer.

HORACE WALKER DIES

Horace Walker, partner in McHale Manufacturing Company, Los Angeles, dairy equipment and supply firm, died April 20 near Ensenada, Mexico while on a weekend fishing trip. According to reports, Mr. Walker was washed off a rock while attempting to free a line and suffered a heart attack while waiting for a boat to pick him up. With him at the time was his wife, Ruth.

Mr. Walker joined the McHale firm in 1935, later becoming the junior partner. He was active in all dairy industry associations, serving for many years as organizer of entertainment on various occasions. He was a native of Spokane, Washington, and was forty-three years old at the time of his death.

Besides his widow, Ruth, he leaves a daughter and two sons by a former marriage, ages 17, 15, and 12. Funeral services were held in Los Angeles April 24 with interment at Inglewood Cemetery.

THE NAME FOR *Quality* CHOCOLATE

VAN LEER

Chocolate Products
in the
Great Dutch Tradition

Manufacturers of

- quality coatings for ice cream bars
- chocolate liquors

Importers of

- Holland-Dutch Cocos



VAN LEER CHOCOLATE CORP.
Jersey City 2, N. J. JO 5.8080

HOT NEWS for YOUR Benefit!



POINT OF PURCHASE TIE-IN

Ann Pillsbury's
ICE CREAM
Parfait Pie*

PIX
Full Color



©1952 Pillsbury Mills Inc.

Tie in with "the Most Tremendous Advertising Campaign Ever Put Behind a Single Food Ideal!" By Pillsbury and Jell-O . . . and each recipe calls for

ONE PINT ICE CREAM

. . . But **WHOSE** Ice Cream?

YOUR ice cream with the above PIX necessary for brand identification in your grocery store superstructures! Cash in on this terrific promotion! Pix available only through

BROWN-BLODGETT, INC.

366 Wacouta Street
St. Paul 1, Minnesota

*Made with Fruit, Jell-O®, Pillsbury's Best Flour, and One Pint (Your Name) Ice Cream.

†Registered trademark, General Foods Corporation.

PARK RE-ELECTED

Roy H. Park has been re-elected President of Hines-Park Foods, Inc., following re-election of the Board of Directors at the annual stockholders meeting at the Duncan Hines food licensing corporation's new headquarters at 416 E. State Street, Ithaca, New York.

In his annual report to stockholders, Mr. Park revealed that some 160 different food products bearing the Duncan Hines label are now on the market or will be soon, being manufactured and distributed by some thirty licensed food companies.

He also noted that some ninety ice cream companies in the United States and Canada are marketing Duncan Hines ice cream in pints, half-gallons, bulk and in novelty form.

DON JONES NAMED TO SALES POST



DON JONES

he has been associated with the dairy industry for a number of years.

The appointment of Don F. Jones as sales representative for Savage Ice Cream Cabinets has been announced by Weston Vogel, Sales Manager of the Refrigeration Division of Savage Arms Corporation.

Mr. Jones will contact ice cream manufacturers in the upper New York State and New England territory, where

WILBUR-SUCHARD NAMES TWO



Fred Baehr (right, in above photo) has been appointed bulk sales broker in the Philadelphia area, it was announced recently by Charles Grube, Director of Bulk Sales of the Wilbur-Suchard Chocolate Company, Inc., Lititz, Pennsylvania. At the same time, Mr. Grube announced that William J. Kirch (left, in above photo) will continue with the company. He will be associated with Mr. Baehr at the office of the Fred Baehr Company, 2099 North 63rd St., Philadelphia 31, Pennsylvania.

Both Mr. Baehr and Mr. Kirch have been connected with the Wilbur-Suchard Chocolate Company in various capacities for many years. Mr. Baehr was the Sales Manager of Package Sales until a few years ago when he opened his own office in Philadelphia as a manufacturer's broker serving the food field.

Mr. Grube stated that the Fred Baehr Company will represent Wilbur-Suchard in Eastern Pennsylvania, Maryland, Delaware, Virginia and the District of Columbia.

PETERSON APPOINTS SLADE



W. B. SLADE

The Charles A. Peterson Company, nut importer and manufacturer, has appointed William B. Slade as Eastern Division Sales Manager.

Mr. Slade supervises eastern Pennsylvania, New York, New Jersey, New England states, North and South Carolina, Virginia, Maryland, and Delaware. He works with the firm's food brokers, serving the ice cream trade.

SWEDEN FREEZER NAMES HOWELL

The Sweden Freezer Manufacturing Company, maker of direct service frozen custard, soft ice cream, and other soft-served products machines, announces the appointment of Herbert R. Howell as manager of Sweden Freezer—Eastern Corporation. Mr. Howell, who was formerly with the factory in Seattle as area manager's representative, has moved to New York and is now at the company's headquarters at 1123 Broadway.

Joseph C. Kranker, who has been with the New York office, will continue to handle local and certain special accounts. Toddo Irolla, Jr., also a member of the New York office, is handling certain dealer accounts in the territory. They will work under the general direction of Mr. Howell.

Funsten's PECANS



and

EASTERN BLACK WALNUTS



Cost You Less!

FINEST QUALITY ALWAYS

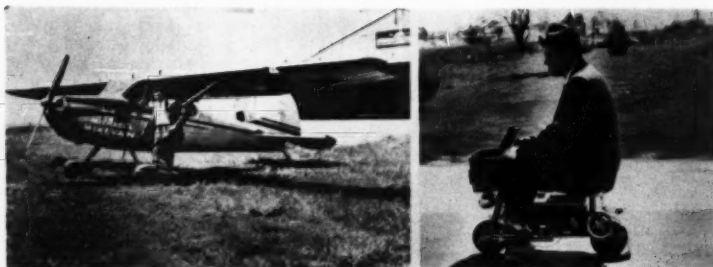
**"FUNSTENIZED"* Pecans
and Eastern Black Walnuts
HAVE THESE ADVANTAGES**

1. Incubation Test:
Bacteria, Negative; Mold, Negative;
Insect Larvae, Negative
2. Freshly Shelled
3. Less Pick-Outs
4. Fewer Shrivels
5. Strict Moisture Control
6. Pecans Always Bright
7. Year Round Source of Supply

*A new process (not heat treated) for
destroying harmful bacteria and assuring
true natural flavor the year round.

*For prices and terms, write or call your
local Funsten Broker or write*

R. E. Funsten Company
Highest Quality for Over 50 Years
1515 Delmar Blvd. • St. Louis 3, Missouri



HAROLD PRATT, vanilla salesman *extraordinaire*, shows how he uses airplane and motor scooter to attend to his selling duties.

"MECHANIZED" SALESMAN ACTIVE

The strapping 225-pounder on the tiny, fifty-pound scooter is Harold Pratt, modern traveling salesman for David Michael and Company, manufacturer of powdered vanilla. Unlike his fellow salesmen, Mr. Pratt is fully mechanized for air and land—and he gets home nights!

A day's calls begin when he points his four place Cessna plane from Haddonfield, New Jersey, toward his New England territory. The "putt-putt" is always aboard, folded and quiet in a neat canvas bag. With this air-land combination, Mr. Pratt covers a twelve week territory in eight—at a considerable saving.

After the first landing—at points up to 200 miles and better—the scooter is lifted out and in a matter of minutes roars to life. Mr. Pratt lowers his 6'2" frame onto the seat

and is off to call on his first customer. How he manages to anchor himself while doing thirty is a mystery—yet he does and without apparent loss of dignity.

Arrival at the office of an important customer on a scooter isn't exactly in accord with the *modus operandi* of most vanilla salesmen but "it helps sales," says Mr. Pratt. "I can give better service for Michael's and cover a lot more territory without spending those long, miserable hours on the road."

"Bad weather doesn't bother me too much as far as my calls are concerned. I can still cover a week's territory in two or three days."

An ex-Air Force pilot from World War II, the flying vanilla salesman believes more traveling salesmen should take to the air—with scooters. Backing up his statement, Mr.

MACAROON ICE CREAM ROLLS



HERE'S ALL YOU NEED . . . a wire mold frame and inexpensive, paper liners and discs.
PATENT PENDING

18 OZ. ROLL . . .
serves 4 or 5
generous portions.

QUART ROLL . . .
serves 7 to 9
large portions.

made with inexpensive . . .
easy-to-use WIRE MOLDS

You will like the ease, speed and ECONOMY of preparing this really different ice cream specialty with the WIRE MOLD METHOD. We will supply everything you need to produce this profit-making ice cream roll . . . wire frames, discs, liners, window cartons, delicious macaroon crunch and colorful point-of-sale posters. Let us show you the way to greater profits. Write today!

Quart and 8 oz. roll cartons specially imprinted at no extra cost in quantities of 1,000 or more.



LUDWIG-LOCKHART COMPANY, 318 North Third Street, Minneapolis 1, Minn.



America's No. 1 BLACK SWEET CHERRY GRENADIER

Ready Now! The complete formula, ingredients, cartons, billboards, and sales promotion campaigns. Write Today!

G. P. GUNDLACH & CO. 1201 W. Eighth St.
Cincinnati 3, Ohio

Pratt says, "I spend three times as much time with my family, do a better job selling and really enjoy myself."

Next time you're driving through New England, keep your eyes peeled for the big vanilla salesman speeding down the highway. His hat brim will be blown back and coat-tails will be flying. See if you can find the scooter!

NEWMAN JOINS SCHAEFER



DICK NEWMAN

Dick Newman has joined Schaefer, Inc., manufacturer of refrigerated ice cream cabinets, frozen food cabinets and Pak-A-Way home freezers, as district factory representative, it was announced recently by Elton F. Hess, sales manager of the ice cream and frozen food cabinet division of the company.

Mr. Newman has been active in the refrigeration and dairy industry since 1928. He is a member of the American Society of Refrigeration Engineers and is President of the Minnesota Gopher Association of suppliers.

In his new post Mr. Newman will take over the Minnesota, Wisconsin, Iowa, North Dakota, South Dakota, Nebraska, Montana and Wyoming territory.

"FORTY-YEAR" MAN RETIRES

Walter R. Shepperd, who is retiring after forty years of service with Stein, Hall & Company, Inc., New York, was tendered a farewell luncheon on April 23 by his fellow workers. Morris S. Rosenthal, President of the company, made an address thanking Mr. Shepperd for the loyal and long service he has given to the company and presented to him, as a token of esteem, a remembrance gift of a sterling silver cigarette box.

Mr. Rosenthal commented that not only Mr. Shepperd's friends at Stein-Hall but also the many business associates with whom he has dealt for so many years wish him well in his retirement. Mr. Shepperd started with the company in 1912 and was a salesman in the company's eastern territory. Mr. and Mrs. Shepperd plan to move away from New York City to a home somewhere in the South.

NESTLE INCREASES SALES FORCE

T. F. Corrigan, bulk sales manager, chocolate coatings and cocoas of the Nestle Company, Inc., has announced the following additions and changes in sales positions, initiating a program of substantial national expansion in the Bulk Division of the company's business.

R. A. Fife, Jr., who joined the organization in 1948 as sales representative in the New England area with headquarters in Boston, has been transferred to the Midwest as assistant to Jo Grombach. His headquarters will be in Minneapolis, Minn.

M. A. Stafford will represent the Bulk Division in the Pacific Northwest with headquarters in Seattle, Washington. He was formerly in the General Lines Division in Southern California. He had joined the company in 1948.

R. H. Wilson has been promoted to the New England Bulk Division headquartered in Boston, after having joined the company in 1948 as salesman in the General Lines in Northern New Jersey, and subsequently transferred to Portland, Maine, as territory manager.

W. F. Ratoff recently joined the staff as metropolitan New York sales representative. He had formerly been connected with Maillard Corporation.

AL ROSE APPOINTED



AL ROSE

S. C. Ryan, President of the Microtone Company, St. Paul, Minnesota, manufacturer of hearing aids and electronic equipment, has announced the purchase of the American Refrigeration Corporation, of Hopkins, Minnesota, which firm will become a division of Ryan Industries.

Mr. Ryan has appointed Al Rose as President and General Manager of the refrigeration division of Ryan Industries. Mr. Rose recently resigned his Schaefer, Inc. position as Vice President in Charge of Sales. He has been associated in an executive capacity with the refrigeration industry for the past twenty-five years.



valves which are adjusted to govern the flow from any continuous filler. The machine is built of stainless steel and can be taken apart, cleaned and reassembled in a few minutes. A request for additional information on your company letterhead addressed to Vita-freze Equipment, Inc., will be honored immediately.

SODA UNITS BOOK

5

A new eight-page, 8½ by 11-inch, illustrated catalog covering its soda units has been issued by the Bastian-Blessing Company. The soda units, or bobtails as they frequently are called, range in length from 2'6" to 2'6½". The latter is said to be unique in that its top, including the corrugated section, is stamped out of a single sheet of stainless steel. Soda units are available both with and without self-contained compressors, and are shown with matching workboards.

For a free copy of the new catalog write the Bastian-Blessing Company.



STERWIN VANILLIN

6

Sterwin Chemicals, Inc., subsidiary of Sterling Drug, Inc., currently is featuring "Zimco," its lignin vanillin, manufactured by a patented process. The product is being advertised widely. Information concerning the use of the product may be had on request.

PLANT HANDBOOK

7

The Dairy Manufacture and Research Bureau Division of G. P. Gund-

lach and Company has published a plant handbook titled "A Practical Guide for Ice Cream Makers." Such topics as composition of ice cream, figuring the mix, preparing the mix, freezing the mix, flavoring ice cream, making sherbets, fancy ice creams, controlling bacteria, cleaning equipment, and ice cream defects are featured. Each subject is accompanied by a set of test questions. Additional information is available from the Gundlach organization.

YOUR profits WILL SKY-ROCKET
when you use
CREST PRODUCTS
for every Stabilizing Need.

CREST  **BASE**

For that UNBELIEVABLY GOOD, low-fat frozen dessert that your customers will love—and you will be proud to sell. Ideal for packages and all kinds of novelties.

MALT CREST

For a milkshake and malted milk base that always gives top performance at the malted milk mixer—for those large, thick, refreshing milk drinks with unrivaled taste appeal—for downright goodness and consumer acceptance—use MALT-CREST.

OTHER DEPENDABLE CREST FOOD PRODUCTS

KUM-PLEET
cream stabilizer

Combination ice

MUL-CREST
and di-glyceride emulsifier

Highly refined mono-

KUM-PLEET "D" Combination ice
cream stabilizer for extra dry product

LIQUID MUL-CREST A liquid
mono and di-glyceride emulsifier

GEL-CREST
omy stabilizer

A high quality, econ-

FRUIT-CREST
to be frozen

Stabilizer for fruits

SHER-CREST
purees and stick novelties

For sherbets, ices,

CANDIES

For ice cream

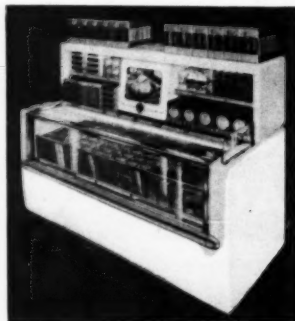
Write us, or contact our local representative for bulletins

CREST FOODS CO.
ASHTON, ILLINOIS

New Products

VISTA-DOME LID 1

Thermacote Company has developed the Vista-Dome "bubble type" lid to fit all sizes of ice cream cabinets. Design features, according to the manufacturer, include increased visibility, better insulation and durability, and freedom from fogging. In addition, reflections have been eliminated by the modern design, a company spokesman said. Additional details and literature are available on request from the Thermacote Company.



WEBER UNIT 2

Weber Showcase and Fixture Company has placed on the market its new "Blizzard-160" self-contained ice cream and frozen food case. Features include forced air refrigeration with no divider plate coils, automatic defrost, a capacity of 715 standard ice cream pints, lighted three-deck superstructure, and spacious "view-window" front.

Height of the unit, including superstructure, is 58 3/8 inches. Cabinet height is thirty-eight inches. Length is seventy-three inches and width, including bumper rail, is thirty-six inches.

According to the manufacturer, every detail of the cabinet has been engineered to insure "unobstructed vision, top capacity and perfect product protection."

TOWN CONTAINER 3

Retail delivery of ice cream, butter, cheese or frozen foods is efficient and economical with the Town container, according to the manufacturer, the TEC Corporation.

Using less than seven pounds of dry ice, the Town container keeps as much as forty quarts of ice cream hard for a ten-hour period.

Insulated with cork board, the container has a metal interior and exterior. It may be stored in a delivery truck either horizontally or vertically.

FILLING DEVICE 4

Vitafreeze Equipment, Inc., has announced a new multiple cone filling device for the production of factory filled ice cream cones.

The manufacturer states this filling apparatus is guaranteed to fill six cones at a time at the rate of 600 dozen per hour. It is equipped with patented

SIMPLE AS A-B-C!

The only thing that you have to do in order to learn more about any product described in ICE CREAM FIELD'S "New Products" section is to fill in the coupon below with the number that identifies the news item, and send it to the New Products Department, ICE CREAM FIELD, 19 West 44 Street, New York 36, N. Y. We'll be glad to forward your inquiry to the manufacturer who will send you complete information regarding his product. If you want to know more about any product advertised in ICE CREAM FIELD, jot down the advertiser's name and we'll direct your inquiry to his attention. In either case, there is no obligation to you.

Your Firm Name

To New Products Department
Ice Cream Field
19 West 44 Street
New York 36, N. Y.

Address

Without obligation to me, please send me more information about the following New Products described in the June issue. (I have indicated below by number the ones that interest me.)

Your Name

Your Title

☐ ☐ ☐ ☐ ☐

I would like to know more about the following companies' advertisements:

eight inches. Model SS5310-6 comes without superstructure and is forty inches high. Both models have fluorescent-lighted interiors.

The display case also features a white baked enamel finish, all-steel bonderized cabinet, vapor sealed insulation, 1/2 h.p. hermetic compressor and 110-120 volt AC motor. Complete details and a bulletin can be obtained on request.

NEW CARTONS

10

Duncan Hines ice cream is now available in square and round half-gallon containers. The square container is being supplied to licensed Duncan Hines ice cream manufacturers by Bloomer Bros. and Marathon Corporation. Sealright, Inc. is furnishing the round container.

About fifteen per cent of all Duncan Hines ice cream licensees are now marketing half-gallons.



The labels for both containers were designed by Hines-Park Foods, Inc., Duncan Hines Ice Cream licensing organization, in cooperation with the three container manufacturers. Hines-Park Foods is also furnishing for licensees' use newspaper ad mats and point-of-sale material on both types of half-gallon containers.

SWEDEN LINE

11

The 1952 line of Frigidmixers embraces four models designed to meet the milk shake production needs of virtually any size business, announces the Sweden Freezer Manufacturing

Company, which is scheduling heavy production of these machines. Models available are the M1-169A3, M1-190, M1-190B1, and the 1-166.

The M1-169A3 is a self-contained, "plug-in," air cooled table model that will produce approximately twelve gallons of milk shakes per hour. It features completely automatic operation which includes an automatic feeding of mix into the cylinder from a refrigerated four-gallon reserve mix tank lo-

cated above it, thus assuring a constant supply of milk shakes.

The largest Frigidmixer, Model M1-190, will produce approximately twenty-four gallons of milk shakes per hour. It is also a table model, for installation on tables, counter, or back bar, and features the refrigerated stainless steel four-gallon mix storage tank. This machine is also available in a slightly less capacity model, the M1-190B1, which shares all its features except that

MAKE MORE MONEY
Selling Soft Drinks

Now
**SERVE MORE DRINKS
BETTER, FASTER IN
LESS SPACE AND MAKE
MORE MONEY DOING IT!**

MIX-MONITOR
5-IN-1 DISPENSER HEAD
THAT'S RIGHT, F-I-V-E COMBINATIONS
FROM THE SAME SELF-CLEANING FAUCET



**SELF-CONTAINED SYSTEMS
FOR EVERY REQUIREMENT**



Carbonic Dispenser offers you a complete line of carbonators and beverage dispensing systems designed for your profit.

Serve 97% of all the drinks you now serve from one Mix-Monitor . . . sensational new master faucet that gives you 5-in-1 service while eliminating bottle problems, flat drinks and wasted counter space!

There's a Mix-Monitor specially designed for your requirements, ready to produce higher carbonation than can be served from a bottle or any other dispenser. Available for use as separate faucets, self-contained units or on remote systems employing ice or mechanical refrigeration.

Use the handy coupon below to get full facts on how Mix-Monitor helps you make more profits faster through sale of better, less expensive soft drinks.

MAIL THIS COUPON TODAY

CARBONIC **CD** CLEVELAND, OHIO
DISPENSER, INC.

I'd like to hear without obligation
the complete MIX-MONITOR story

Name _____

Street _____

City _____

State _____

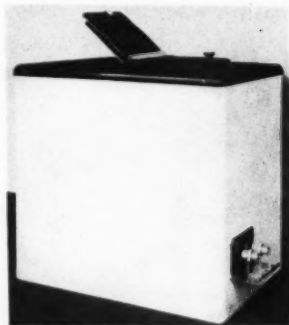
"HOLD-OVER" UNIT

8

Kold-Hold Manufacturing Company has developed a mobile vending cabinet designed for diversified use in such outlets as hospitals, street trucks, ball parks, factory cafeterias and others. Low temperatures are maintained in the cabinet by means of "Hold-Over" plates. During off hours, the cabinet is connected to a central ammonia or freon cooling system at the home plant

through flexible make-and-break connections. Individual freon units can be used if preferred. This builds a charge of "flint" ice within the "Hold-Over" plates sufficient to maintain 0° temperature in the cabinet for ten to twelve hours. When the connection is broken, the vending cabinet becomes a mobile unit that can be used anywhere without further attention or servicing, according to the manufacturer.

Dimensions of the cabinet are: out-



IT TAKES THE BEST TO MAKE THE BEST

**Move UP with
QUALITY CHOCOLATE
COATINGS**

For over 28 years, Chocolate Products coatings have been one of the consistently best products in the industry. In today's super-competitive market, where sustained customer appeal is important, Chocolate Products coatings are more in demand than ever before.

ICY-DIP—A good, economical chocolate liquor coating.
QUICK-KOTE—(Fast dry). Same as ICY-DIP, but made for high speed production.
KAYO—A blend of better chocolate liquors—quality at an economical price.
KAYO SUPER—(Fast dry). Same as KAYO, but made for high speed production.
BROWN DERBY—A superior blend of chocolate liquors. Noted for flavor, appeal and aroma.
BROWN DERBY SUPER—(Fast dry). Same as BROWN DERBY, but made for high speed production.
SUPREME—The supreme in chocolate liquor coatings—nothing finer at any price.
CO-ED—A mild, light colored coating with exceptional taste.
BUTTERSCOTCH—Creamy, rich, butterscotch flavored coating.
FUDGE SAUCE—For variegated ice cream, chocolate flavored.

CHOCOLATE PRODUCTS COMPANY

415 WEST SCOTT STREET, CHICAGO 10

741 KOHLER STREET, LOS ANGELES 21

side: 25" by 35" by 31" high; inside: 15" by 27" by 24" deep. Fibreglas and Styrofoam insulation materials are featured.

Additional details are available on request from the Kold-Hold Manufacturing Company.

GLASS FRONT CASE

9



A new glass front display case, designed especially for ice cream, has been introduced by the Brewer-Titchener Corporation.

The new case, which has five compartments, holds a total of 420 pint packages, and fits in a floor area measuring only fifty-three inches by thirty inches. Its six lateral plate evaporators and extra baffle glass between packages and window are designed to insure positive refrigeration.

Available with or without superstructure, the new ice cream display case features the firm's "Hide-A-Way" lid. The lid is self-contained and insulated, sliding under the rear deck out of sight when the cabinet is opened.

Model SS 5310-6D includes a superstructure with full-color three-dimensional picture. Its overall height is fifty-

it will produce eighteen gallons per hour.

The fourth model, the 1-166, a batch-type machine with a 2½ gallon head, will produce a twelve-sixteen milk shake batch in about four minutes. This machine features automatic controls and may be connected to an existing refrigeration unit.

FRIGIDAIRE CABINET 12

Frigidaire Division of General Motors has introduced a new self-contained Hy-Viz Zero self-server ice cream cabinet of full view glass front design, featuring the "Flowing Cold" refrigerating system.

This cabinet has a storage capacity for 260 quarts or 560 pints of ice cream and is 80½ inches in length. Extensive tests have proved that even the top layer of packages is held at temperatures of zero degrees or below, it is reported.

Ice cream can be shown in large quantities with a clear view of the packages, due to the spacious open-top and glass front design.

The cabinet is all-steel construction



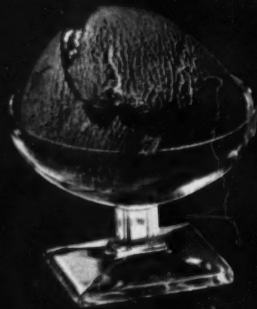
throughout, with white exterior finish and stainless steel trim. The Thermopane glass front extends the full length of the cabinet providing an unobstructed view of the contents. An illuminated superstructure with six full-color ice cream pictures and two rows of item slides enhance the display. The cabinet features a sliding section that pulls forward over the opening for use as a night cover.

The "Flowing Cold" cooling is provided by a centrifugal-type fan located in the coil section below the display, that causes air to flow gently through

the big full-length fin and tube type cooling coil. The cooled air travels underneath the display compartment cooling the bottom of the display section and up through the vertical dividers cooling the sides of each section. The air is then circulated across the top and down the front flue, cooling the top and front of the display. Refrigeration is provided by a Frigidaire 1 horsepower sealed reciprocating compressor located within the cabinet. (Available for 115 or 230 volt operation). A clog-proof condenser is suspended under the cabinet at floor level to receive the coolest room air. It does not require cleaning as it cannot become clogged with dirt or dust, the manufacturer states. Fully automatic defrosting is accomplished by a positive electric defrost system which eliminates frost without measurably changing the temperature of the frozen ice cream in the display section.

The cabinet is insulated with four inches of fibrous glass in the sides and ends. The bottom is insulated with five inches of the same material.

*For the finest chocolate
ice cream in town*



Your ice cream plus
chocolate flavors and
cocoas by

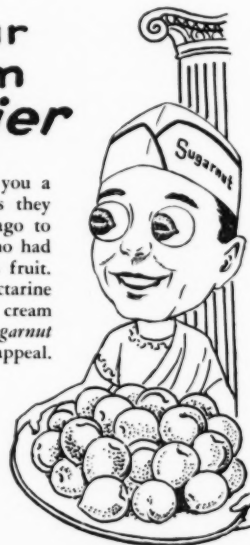
Ambrosia SINCE 1894
FOOD OF THE GODS

AMBROSIA CHOCOLATE COMPANY — MILWAUKEE 3, WIS.

make your ice cream peachier

● Sugarnut Stan brings you a tray of nectarines just as they were served 2,000 years ago to purple-togged Romans who had the choice of the world's fruit. As *Collier's* publicized, nectarine puree makes your ice cream flavor peachier . . . Sugarnut Diced Peaches give it eye appeal.

● Sugarnut Stan will be glad to write you just how easily both can be used in your plant. Write for industry-tested techniques.



The STANDARD
FRUIT PRODUCT COMPANY
228 - 210 MAIN STREET CINCINNATI 2, OHIO

NEW "SERV-ALL"



Smith-Werner Company, manufacturer of "Serv-All" units, has added another model to its line, according to Ross Dunshee, President.

He announced that the new model—the #200—features a standard two-way draft arm with soda water cooled by the conventional pre-cooled water bath method, two syrup jars with sanitary pumps and two crushed fruit jars with one-ounce ladles as well as a spoon and straw holder, chipped ice compartment and drain.

GIVAUDAN VANILLIN 14

Givaudan-Flavors, Inc. will place on the market in the very near future vanillin U.S.P. from lignin. For many years, the Givaudan organization has been a producer of vanillin; this product has been manufactured since 1924.

Givaudan's vanillin from eugenol is described as "possessing a reproduction of the vanilla bean flavor and aroma." After the experience gained in manufacturing this product, and after extensive research and development, facilities have been expanded.

From a flavor point of view, the new product "will give utmost flavor value and strength," the manufacturer reports. Ample supplies of Givaudan's vanillin U.S.P. from lignin will be available in August of this year.

TECHNICAL DATA 15

"Nine Ways to Simplify Production and Maintain Sanitary Requirements In Ice Cream Plants" is the title of a new technical bulletin just released by

13 the Cambridge Wire Cloth Company. The folder illustrates, in flow sheet form, nine different process points at which woven wire conveyor belts can be used in the manufacture of bulk ice cream, ice cream sandwiches and stick confections. The folder also contains a detailed explanation of how the belts fit in at each point. Copies may be obtained by writing the company.

BECK VANILLA 16

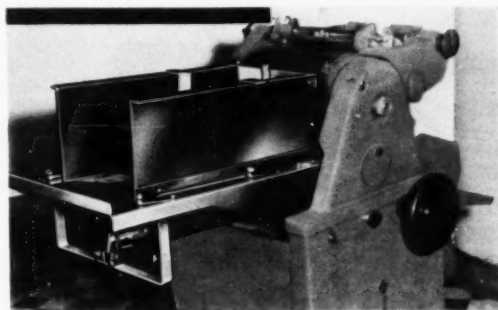
Beck Vanilla Products Company currently is producing vanilla designed for use in low-fat and vegetable fat mix. Beck's laboratory is prepared to furnish a vanilla for every type of vegetable fat oil used as well as for any percentage of low butterfat ice cream product.

CARTON FEEDER 17

An adjustable carton feeder that, when used in conjunction with multigraph equipment, permits ice cream manufacturers to imprint flavor names on containers has been developed by the Freedy Carton Feeder Company, and is pictured below.

Multigraph models 66, 200, 240, and 300 may be used with the Freedy carton feeder. One operator only is required to load the feeder and unload the receiving tray. Any material stable enough to be pushed from the bottom of the stack is suitable for use with the carton feeder. Minimum carton size that may be accommodated is $3\frac{1}{2}$ " by $3\frac{1}{2}$ ". Maximum size is 11" by 16". With a special pick-up available from the manufacturer, the minimum size is $3\frac{1}{2}$ " by $1\frac{1}{2}$ ".

Additional information and literature are available on request from the manufacturer.



SAVAGE CABINET 18

To answer the need for a large-capacity glass front merchandising cabinet, the Refrigeration Division of Savage Arms Corporation announces its new GF-13. The new merchandiser, now rolling off the production line, has a capacity of 608 pint packages.



The Savage GF-13 features a four-ply, non-fogging glass front, with additional protective plate. A fluorescent tube in the superstructure floods the contents of the cabinet with light for eye-catching display, and lights the full-color ice cream pictures and flavor strips. Eight cross evaporator plates form seven refrigerated compartments. Frost clips on all plates simplify frost removal. High wings and the design of the superstructure reduce air currents and aid in maintaining proper ice cream temperatures without excessive running of the $\frac{3}{4}$ h.p., 220-volt compressor.

Addition of the big-capacity GF-13 brings the number of Savage ice cream cabinets and merchandisers to 15, in a complete range of sizes. Complete information on the new glass front merchandiser can be had by writing the firm.

Business News

APRIL ICE CREAM PRODUCTION UP 10%

ICE cream production in the United States, estimated at 48,750,000 gallons for April, was ten per cent larger than the April output a year ago but was four per cent smaller than the five-year, 1946-50, average for the month, the Bureau of Agricultural Economics reports.

The increase from a year earlier was in sharp contrast to the three per cent decrease shown by the March production. Between March and April, production rose eighteen per cent, compared with a four per cent rise a year ago and an average seasonal gain of fifteen per cent between these months in the 1946-50 period.

During the first four months of this year, output was eight per cent more than in that period last year and was two per cent above the 1946-50 average for these months.

April sherbet production in the United States was estimated at 2,200,000 gallons—a gain of fifty-two per cent from April a year ago and an increase of 115 per cent from the average for the month in the five-year period, 1946-50.

CORN PRODUCTS APPOINTS COX

The Board of Directors of Corn Products Refining Company has announced the election of Dr. Henry L. Cox as Vice President in charge of the Chemical Division, at Argo, Illinois.

it's giving
Swift's a lift
from coast to coast...



...it'll boost your
profits too!



**Butter
Brickle***
candy ice cream
FLAVORING

*Butter Brickle is the exclusive
trade mark of

FENN BROS., INC.
Sioux Falls, South Dakota

SEALTEST INTRODUCES "PRESTIGE" LINE

SEALTEST "Prestige" ice cream, a new luxury product, is being introduced nationally by the Sealtest divisions of National Dairy Products Corporation.

"Prestige," initially offered in four flavors—vanilla, chocolate, strawberry, and butter pecan—was developed as a competitive item to meet consumer demand for a richer, higher priced ice cream.



Packaged in a deep blue-violet shade, "Prestige" will be sold in pint containers. Decoration of the package and the lettering is an off-white. The flavor is clearly marked on a long white oblong space on the snap-on lid. The container was designed by Raymond Loewy Associates, and is supplied by the Lily-Tulip Cup Corporation.

Full page, full color ads in the June 21 issue of the *Saturday Evening Post* and the June 30 issue of *Life* will introduce "Prestige." The luxury theme is stressed in the ads, with the package held in a gloved hand, the wrist encircled with jeweled bracelets.

Promotion of the new ice cream will be concentrated at the point-of-sale. For store identification, the company is offering the "Prestige" plaque, molded in three dimensions with the lettering and a half-round package in relief. The background is "Prestige" blue, with lettering and decoration in white. The plaque is a permanent item, and can be washed when necessary. Decals also have been made available to Sealtest dealers.

ICE CREAM IN MOST FOOD STORES

Ice cream is sold in 93.7 per cent of the country's independent retail food stores, according to a recent survey of 859 groceries of all types and sizes in all parts of the country. The survey was conducted by the National Association of Retail Grocers. Within the next five years, owners plan to enlarge their frozen food departments by three times the present volume.

ARTICLE DISCUSSES ICE CREAM SODAS

Ice cream sodas made at home are a current trend, reports *Look Magazine* in "America's Favorite Ice Cream Sodas" in the June 3 issue. And with ice cream in the freezer, or ice-cube compartment, and bottled carbonated drinks handy, America's favorite ice cream sodas can be made easily at home.

In connection with "America's Favorite Ice Cream Sodas," a two-page four-color feature, the second in a series of two with the cool-cooking theme, *Look* is conducting an extensive related foods promotion. More than 10,000 retailers—chains, independents, voluntaries and cooperatives—are participating with point-of-sale promotions.

Look's merchandising program will complement the summer merchandising programs of the American Dairy Association and the International Association of Ice Cream Manufacturers.

YALE STUDENTS RIOT FOR ICE CREAM

Two ice cream street vendors, arguing about a choice site on the Yale University campus in New Haven, Connecticut, precipitated a free-for-all May 13 in which more than 1000 students participated, and which was publicized on the front pages of the *New York Times* and *New York Herald Tribune*, as well as in many other newspapers across the country.

Six persons were arrested, including the Good Humor and Humpty Dumpty salesmen who started the fracas. The ice cream vendors had argued about the location for three days prior to the outbreak of the melee.



WILLIAM RICHMAN, left, head of the Sharptown, New Jersey ice cream firm that bears his name, recently celebrated his eightieth birthday by sponsoring a dealer party at the plant. He cuts the birthday cake as Charles Richman looks on.

For smoother, finer-textured ICE CREAM



DRI-SWEET!

Make a trial batch with OK DRI-SWEET! It proves itself! Enhances flavor. Makes freezing easier. Preserves freezer freshness. Economical.

OK REGULAR CORN SYRUP
OK HIGH DEXTROSE CORN SYRUP
OK HI-SWEET CORN SYRUP

AT YOUR SERVICE! Consult Hubinger's technical laboratories for help with your ice cream production problems. No obligation, of course.

THE HUBINGER COMPANY
KEOKUK, IOWA • • EST. 1881

DAIRY CLUB HONORS BROWN

Benjamin C. Brown, owner of Brown's Velvet Ice Cream, Inc., New Orleans, Louisiana, recently was named by the Louisiana State University Dairy Club as "the outstanding dairyman of the year." In a short address to the club, Mr. Brown stressed the opportunities that exist in the dairy industry and also recounted some of his experiences. An article describing the event was published in the *Baton Rouge Morning Advocate*.

SCHMIDT FIRM CONSOLIDATES

Schmidt Lithograph Company has announced consolidation of its art departments in new studios in San Francisco. The move, which brings the advertising division and art department from Los Angeles, completes the firm's current \$750,000 expansion program.

FOREMOST MERGER SEEN

Merger of the ACF-Brill Motors Company, Philadelphia, with Foremost Dairies, Inc. currently is being effected. Paul E. Reinhold, President of the dairy concern, said the arrangement would provide additional working capital so that Foremost could continue its post-war expansion program. Furthermore, he added, the combination of ACF-Brill manufacturing know-how—the firm produces motor coaches, buses and internal combustion engines—and Foremost experience should enable development of new equipment for transportation and refrigeration of dairy products. The continuing corporation, according to plans, will be known as Foremost Dairies, Inc.



LOOK OVER THESE PLUS FEATURES

- Ultra Light weight All-Aluminum structure throughout.
- Rugged construction for longer life.
- Custom Built to meet specific needs.
- Designed for maximum ease of loading and unloading.

All these and many more outstanding features are yours with our Custom Built All-Aluminum refrigerated bodies. Let us quote on your requirements.

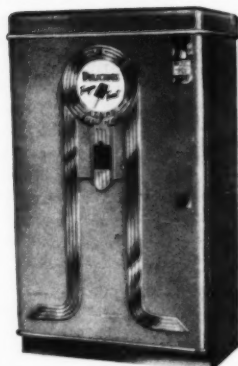
Pioneers in All-Aluminum Structure

BARRY & BAILY CO.

2421 NO. 27 ST., PHILADELPHIA, PA.

ATLAS "Col Snac" VENDOR

FOR ICE CREAM
BARS-ON-STICKS
OR ICE CREAM
SANDWICHES



The ONLY Merchandiser With ALL the Practical Features That Mean Maximum Sales with Minimum Investment

- No Additional Packaging!
- Completely Automatic!
- Extra Big Capacity!
- Slug Rejector and Coin Changer at No Extra Cost!
- Fast, Easy Loading!
- Right Temperature Always!

- Light Where It's Needed!
- PLUS— $\frac{1}{4}$ hp G.E. Compressor equipped with service valves for on-the-spot service — easily accessible mechanism — stainless steel contamination proof liners and working parts — many other exclusive features.

Write Today!

DAIRIES! The ColSnac gives you an opportunity to open up a vast new market that can be easily handled with your present facilities! A profitable outlet for increased volume!

ATLAS TOOL & MFG. CO. 5147 Natural Bridge Blvd. St. Louis 15, Missouri

TOWNE TALK FIRM PUBLICIZED

The promotional campaign of the Towne Talk Company, Los Angeles, California manufacturer of Towne Pride ice cream toppings, was publicized last month in a feature article appearing in the *Los Angeles Daily News*.

Creator of the advertising program, in which it is planned through booklets and premium offers to acquaint the public and especially youngsters with sundae-making techniques, is Charles W. Baker, President of the topping concern. Mr. Baker founded the business in 1935. Today the firm occupies 30,000 square feet in a modern factory at 5401 West 104 Street, near Los Angeles International airport.

The topping manufacturing operation was described in the article as "strictly a push-button" process, from the liquid sugar and corn syrup tanks through a 6000-pound cooking vat into the lithographed cans provided by Continental Can Company.

The firm maintains fourteen warehouses in many major cities across the country which serve as distribution centers for the six flavors of toppings.

DELAWARE PLANT SOLD

Powell's Ice Cream Company, Newark, Delaware, has been sold to James H. Skinner, former production manager of the Gifford Ice Cream Company. The sale became effective May 15.



BEATRICE FOODS, producer of Meadow Gold ice cream, is taking advantage of the more than \$1,000,000 being spent to promote the "ice cream parfait pie" by

Pillsbury Mills and General Foods. The dairy firm is using color transparencies created by Brown-Blodgett on ice cream cabinet superstructures (left) to focus at-

tention on the innovation. A sketch of a typical display photo is shown at the right. Ice cream is one of the principal ingredients in the "parfait pie."

ASK LAW CHANGE IN OKLAHOMA CITY

A group of Oklahoma City (Oklahoma) ice cream manufacturers has asked the City Council to revise a local ordinance so as to permit the manufacture of vegetable fat frozen products in ice cream plants. The law now forbids this.

REPORTS ON MAPLE CROP

E. R. Boylan, President of the Cary Maple Sugar Company, St. Johnsbury, Vermont, has reported that maple production in 1952 averaged seventy per cent of a normal yearly output. Quality was described as "well above usual standards." Harvesting of the crop was completed recently.

CLARIFIES NEW MICHIGAN LAW

The Michigan Association of Ice Cream Manufacturers has explained a recently-enacted state law relating to the manufacture and sale of ice cream mix by pointing out that Public Act 89 removed the provisions for a butterfat standard for ice cream mix, thereby permitting the manufacture of mixes suitable for ice cream, fruit ice cream, nut ice cream, and chocolate ice cream. Previously, there had been a regulation requiring mix used in the manufacture of ice cream to contain twelve per cent butterfat, and this impaired the economy of manufacturing fruit, nut, or chocolate ice cream, for which the state standard is set at ten per cent butterfat content.

NATIONAL DAIRY ACQUIRES BALLARD FIRM

The business and name but not the building owned by the Ballard Ice Cream Company, Indianapolis, Indiana, has been acquired by National Dairy Products Corporation.

GLEN ULLIN ADDS ICE CREAM

Glen Ullin Creamery, Glen Ullin, North Dakota, has added an ice cream department to its manufacturing facilities, according to an announcement by J. C. Woeste, manager.

FRIENDLY CONCERN RENOVATES PROPERTY

Friendly Ice Cream Company, West Springfield, Massachusetts, has taken over the property formerly owned by Colonial Ice Cream Company at 1554 Riverdale Street and is renovating the building and installing modern equipment and facilities.

...it
caught on with
Carnation...

and it'll catch on
with your customers

**Butter
Brickle***
candy ice cream
FLAVORING

*Butter Brickle is the exclusive
trade mark of
FENN BROS., INC.
Sioux Falls, South Dakota

REFRIGERATION CONFERENCE HELD

The Ninth Refrigeration and Air Conditioning Educational Exhibit and Conference held at Philadelphia, Pennsylvania, on May 2, 3, and 4, proved to be successful with eight-two manufacturers exhibiting educational displays. Nearly 2,000 attended the conference.

The event was jointly sponsored by the Refrigeration Equipment Manufacturers Association and the Refrigeration Service Engineers Society with the cooperation of the Refrigeration Equipment Wholesalers Association and the Refrigeration and Air Conditioning Contractors Association.

The Tenth Refrigeration and Air Conditioning Educational Exhibit and Conference will be held in Miami, Florida, on December 5, 6, and 7, 1952, and is expected to draw an attendance from Cuba and South and Central America as well as from the southern states.

SOO CREAMERY MARKS ANNIVERSARY

Soo Creamery, in Sault Ste. Marie, Michigan, observed its twenty-sixth anniversary on April 18 by holding an "open house" celebration to call public attention to its modern milk and ice cream operations.

Close to 2000 persons visited the plant in a three-hour period. Each adult received a free pint of milk, 2500 free ice cream cones were distributed, and 1700 toy banks were given to children.

Prominent guests included G. O. Wymond, Cherry-Burrell Corporation, Detroit, and Mrs. Wymond; Mr. and Mrs.

Earl Davis of Ex-Cell-O Corporation, Detroit; Harold Priest, Kelvinator Division, Detroit; Mr. and Mrs. Jack Weaver of the Cherry-Burrell Corporation; Jerry Husnik, International Paper Company, New York; and William Lerner of the Joe Lowe Corporation, New York.

T. H. Williamson, Treasurer and General Manager of the dairy concern, described the turnout as "unbelievable."

MR. & MRS. BECK TOUR EUROPE

Mr. and Mrs. Jacob Beck left May 14 for Europe aboard the Queen Mary. Their plans were to visit several countries and explore business conditions abroad. Mr. Beck is President of Beck Vanilla Products Company, East St. Louis, Illinois.

SANITARIANS TO MEET IN SEPTEMBER

The thirty-ninth annual convention of the International Association of Milk and Food Sanitarians, Inc., will be held September 18, 19, and 20 at the Nicolett Hotel, Minneapolis, Minnesota. Reservations should be made directly with the convention hotel.

PROGRAM PUBLICIZES ICE CREAM

One of the commercials on the May 31 Ken Murray television program called attention to the sixteenth annual Ice Cream Festival by noting that ice cream was "a delicious food of high nutritional value." The commercial stressed ice cream's role as a food. Anheuser-Busch sponsored the program.

PIERRE OBSERVES ANNIVERSARY

Pierre French Ice Cream, Inc., Brooklyn, New York last month celebrated its fifth anniversary as an independent ice cream producer. Executives of the concern are Philip H. Teitelbaum, President; Herman Katz, Vice President-Treasurer; and Alex Eisenberg, Secretary. All have extensive experience in the industry.

The company distributes its products by means of a fleet of six refrigerated trucks to dealers in all parts of metropolitan New York.

Continuous merchandising is the by-word at this growing ice cream concern.

BEATRICE FOODS ISSUES REPORT

In the annual report to stockholders issued May 9 for the fiscal year ended February 29, 1952, Beatrice Foods Company reports consolidated net profit of \$3,908,234, equivalent after preferred dividends to \$3.62 a share on 1,031,440 common shares outstanding at the year-end. This compares with net of \$4,819,967 and \$4.53 a common share for the previous fiscal year.

From the viewpoint of sales volume and financial strength, the fiscal year ended February 29 was the best in the company's history, William G. Karnes, President, told stockholders in the annual report. From the standpoint of earnings, however, the year's results were below the preceding year due to higher federal income rates and increased operating costs.

Ice cream sales accounted for sixteen per cent of total sales for the year and the profit of this department, even though operating and distributing costs continued to increase, was higher than a year ago.

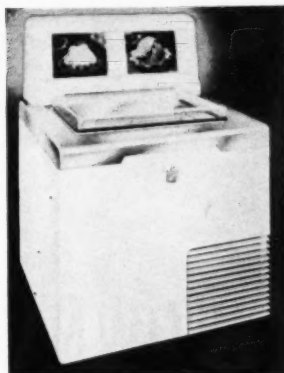
Golden State
got it...

and it can rope more
business for you!

Butter Brickle*
candy ice cream
FLAVORING

*Butter Brickle is the exclusive
trade mark of
FENN BROS., INC.
Sioux Falls, South Dakota

GREENSLATE WINS SCHAEFER CONTEST



Schaefer, Inc., manufacturer of ice cream storage and merchandising cabinets, has announced that H. G. Greenslate is the winner in the recently held "Name the Superstructure" contest.

Mr. Greenslate is Service Manager for Fenn Bros., Inc., of Sioux Falls, South Dakota. Fenn Bros. is not only a well-known ice cream manufacturer, but also produces and distributes Butter Brickle flavor for the industry. Mr. Greenslate's winning entry for Schaefer's plastic superstructure was the name "Glo-Lite." The name will be checked for legal restrictions before being used in advertising.

Shown presenting the Pak-A-Way home freezer to Mr. Greenslate (who is at the left in the photo below) is Leo Lippert, President of the L. C. Lippert Company, distributor of Pak-A-Way home freezers for the Sioux Falls area.



Over 1,000 entries were submitted in the contest which marked the introduction of the plastic superstructure with transparent lid designed for use on the Schaefer 4-CD ice cream cabinet. The cabinet holds 212 pint ice cream packages. The superstructure not only displays two transparent pictures, but floodlights the interior of the cabinet.

QUALITY CHEKD RECORD CITED

Ice cream sales of the Quality Chekd Dairy Products Association topped the nationwide industry production average per cent gain for the first quarter of 1952 as compared to that same period last year by 5.26 per cent, according to Harlie F. Zimmerman, the association's managing director.

ICE CREAM FIELD, June 1952

JOE LOWE ART CENTER DEDICATED

A new art center, built with funds donated by Joe Lowe, New York city manufacturer and distributor of ice cream, bakery and confectionery supplies, was formally dedicated last month at the Syracuse University campus, Syracuse, New York.

First building completed in the university's post-war construction program, the new Joe and Emily Lowe Art Center will provide a focal point for campus art activities.

Mr. Lowe and his artist-wife, Emily, officially presented the new art center to the university at campus dedication ceremonies on May 14.

THURBER REPRESENTS BLUMENTHAL

Blumenthal Brothers, chocolate and cocoa producer of Philadelphia, has announced the appointment of the Hobart J. Thurber Company as exclusive representatives for the Chicago area.

The Thurber Company was organized in 1933 by Hobart J. Thurber, Sr., and is one of the largest exclusive raw material brokers in the Chicago area, catering principally to the bakery, confectionery and ice cream industries.

The executive staff consists of Mr. Thurber, Sr., Chauncey R. Page, and Hobart J. Thurber, Jr., who entered the business after three years of service in World War II. Mr. Page joined the company in 1938, after sixteen years in the Bulk Sales Department of American Maize Products Company.

...It's
featured by
FAIRMONT

BUTTER BRICKLE

...it'll be a money-
maker for you too!

**Butter
Brickle***
candy ice cream
FLAVORING

*Butter Brickle is the exclusive
trade mark of
FENN BROS., INC.
Sioux Falls, South Dakota

PETERSON CITES NUT ICE CREAM TRENDS

Charles A. Peterson, President of the nut importing and manufacturing firm that bears his name, recently cited some contemporary trends in the production of nut ice creams. Said Mr. Peterson:

"The trend in recent years has been toward an increase in production of nut meat ice creams of such varieties as buttered pecan, buttered almond, walnut, black walnut, maple nut, buttered hazelnut and pistachio. This trend reflects rather closely the attitude of consumers—the searching for something different or distinctive.

"Market analysts in other fields have been quick to notice and point this up, and so apparently have the ice cream manufacturers.

"Unfortunately, in an economy that has never before been as cost conscious, the manufacturer is dictated to in great part, but not entirely, by the cost of his ingredients. This was clearly emphasized to the nut processor during 1951 when pecan meats reached an almost prohibitive price level. Many ice cream manufacturers flatly refused production of this flavor, yet customer demand caused many to reverse previous decisions. There did appear, however, a noticeable shift to lower priced almond ingredients in ice cream production.

"Many substantial ice cream manufacturers sponsored full scale promotion campaigns to capitalize on the almond flavor to the extent that the increased demand has been carried over into the current year. It was only after this success that the

FOR RETAIL DELIVERY

of Ice Cream, Butter, Cheese, Frozen Foods



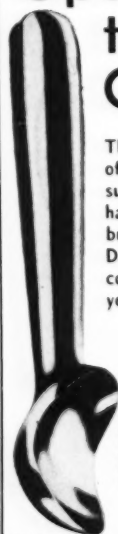
TOWN ICE CREAM CONTAINER

The Town Ice Cream Container makes door-to-door delivery of ice cream practical and efficient. With only five to seven pounds of Dry Ice, it keeps ice cream hard-frozen over a ten-hour period. Tested and approved by leading dairies. Cork insulated. Metal exterior and interior. Forty-quart capacity. Write for specifications.

TEC CORPORATION

1325 North Capitol • Indianapolis, Indiana

Opens the Door to Increased Gallonage...



There isn't any limitation on the amount of ice cream you can sell for home consumption. Why not do as so many others have done and tap this vast, profitable bulk unit home market with a Nuroll Dipper Combination Sale—the dipper and cones, ice cream, syrup or anything else you select.

NUROLL

REG. U.S. PAT. OFF.
Domestic Type - Non-Mechanical
ICE CREAM DIPPER

The non-mechanical ice cream dipper for home use. A beautiful one-piece casting of sanitary metal easily kept clean. Lasts a life-time. Roldips even firm ice cream.

Sizes 16, 20 and 24.
Retail price \$1.35
f.o.b. Toledo, Ohio.

We supply display cards, advertising mats, recipe leaflets. With a Nuroll Dipper in the kitchen there will always be ice cream in the refrigerator.

THE ZEROLL COMPANY

2410 Robinwood Avenue

Toledo 10, Ohio

Zeroll — Nuroll — Bulkroll Ice Cream Dippers

COPYRIGHT 1944 THE ZEROLL COMPANY, TOLEDO, OHIO

obvious point became apparent: the customer is not a confirmed consumer of standard flavors. With proper cultivation he will ask for variety and reward its availability with repeated purchases.

"The challenge of developing premium sales through nut meat ice creams lies now in the hands of the manufacturer. It is he who must assume the initiative in processing and promoting these new flavors, convey to the best of his ability his enthusiasm to the retailer, enlist his cooperation, then watch for the results.

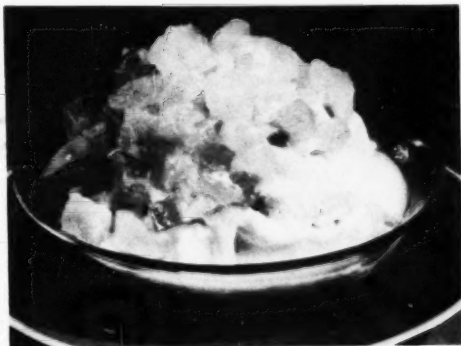
"In many cases the manufacturer's suppliers will be only too happy to assist in creating new markets for the end product through contributory advertising programs, use of banners, streamers, etc.

"In all instances it is important to direct promotional work at the consumer from point blank range, remembering that the customer is king. He alone determines which of us shall be large and which shall remain small; those that succeed and those that fail; he is the jury, the judge and the court of last appeal.

"To assist in obtaining a favorable decision look to reputable, financially stable and customer conscious suppliers and most certainly success shall be yours."

DOLE TIES IN WITH INDUSTRY

Crushed and diced pineapple for ice cream treats is being featured in a collection of recipes offered the housewife by the Dole Sales Company through the medium of attractive color advertisements in leading national women's magazines.



Dole's program, designed to help the home maker plan parties, luncheons, buffets, showers and teas, presents suggestions embodying the use of pineapple flavors and fruit with ice cream.

For example, sherbets and ice creams are being promoted continually in such combinations as "Pineapple Crushed Sundae," "Cupcake Sundae" and the "Pine-lime Cocktail." Advertisements with the aforementioned suggestions are appearing in *McCall's*, *Ladies Home Journal*, *Good Housekeeping*, *Better Homes and Gardens*, and other magazines.

In the June Ice Cream Festival, Dole Sales Company is cooperating with the American Dairy Association and the International Association of Ice Cream Manufacturers.

PENSION PLAN EFFECTED

The first industrywide welfare and pension program in the ice cream industry has been effected as a result of an agreement signed between thirty-two New York and New Jersey ice cream manufacturers and three local branches of the International Brotherhood of Teamsters, American Federation of Labor.

Administered under the joint supervision of six employers and six union trustees, the program will be entirely employer financed by contributions equivalent to ten cents per hour. Half will go for insurance benefits and the remainder will be used for pension benefits.

About 3000 employees and 10,000 dependents are covered by the plan.

C. G. MEYER, Vice President of the Meyer-Blanke Company, recently named distributor of Eskimo Kooler Products, goes over the features of the new Eskimo merchandisers as described by H. L. Davis, (right), Sales Manager of Eskimo Kooler Corporation.



ICE CREAM FIELD, June 1952

ARDEN FARMS WINS SUIT

Arden Farms Company and eight subsidiary firms have been cleared of charges that they attempted to monopolize the Los Angeles wholesale ice cream market. A decision to that effect was handed down recently in Federal Court by Judge Leon R. Yankwich. The suit was brought by fifteen independent ice cream manufacturers in the same area.

INDIANA PLANTS CHANGE OWNERSHIP

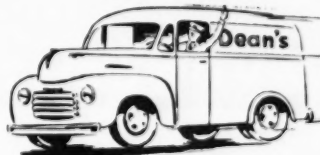
Two Indiana dairy plants recently experienced a change of ownership. Rousch's Dairy at Madison has merged with the Thompson-Glass Dairy Company of the same city. All processing will be done at the latter plant. Lee Donham of Rousch's will act as plant manager for the consolidated operation.

George Cook has announced the sale of the Lake View Dairy Company of Gary to the Cloverleaf Dairy Company of the same city.

SWEDEN APPOINTS GRAND RAPIDS SELLER

The Sweden Freezer Manufacturing Company, maker of fountain freezers, announces the appointment of the Michigan Ice Cream Freezer Sales, Grand Rapids, Michigan, as an authorized seller of the firm's equipment. President of the firm is Charles Conrad, who has just moved the business from Holland, Michigan, where he had been established for ten years.

... It's
delivered for
Dean's



... it'll bring you
more volume too!



**Butter
Brickle***
candy ice cream
FLAVORING

*Butter Brickle is the exclusive
trade mark ® of
FENN BROS., INC.
Sioux Falls, South Dakota

CHERRY-BURRELL RELEASES STATEMENT

In the semi-annual report to shareholders of Cherry-Burrell Corporation, manufacturer and distributor of industrial and food processing equipment and supplies, President John G. Cherry reports net earnings of \$362,016 for the six months period ending April 30, as compared with \$743,484 for the same period in 1951. The reduction in earnings, according to Mr. Cherry, was caused by the control of selling prices and the allocation of critical materials by the Federal Government, plus the virtual disappearance of scare buying in the dairy industry. He also said that the increased rate of Federal Income Tax applicable to this year's operations would result in a further decrease in company's earnings available for common shareholders.

Mr. Cherry warned shareholders that it is increasingly difficult for the management of all corporations to fairly serve customers, employees and shareholders within the chaotic environment created by the Federal Government.

He commented that the reorganization of the corporation announced in January, is proving to be of great assistance to the management in meeting operating problems rapidly and decisively.

BOWMAN HONORS EMPLOYEES

Six hundred forty-two members of the Bowman Dairy Old Timers' Club were honored at a recent dinner meeting in the Grand Ballroom of the Lake Shore Club, Chicago. The annual get-together was attended by Bowman employees with

for definite satisfaction

**HOOTON
CHOCOLATE
FLAVORCOAT**

Pail coating made with chocolate
liquor for the finest tasting bars . . .
adds sales and profits.



HOOTON
"COATSWELL"
MADE WITH COCOA BASE

HOOTON CHOCOLATE
COMPANY
NEWARK 7, N. J.



With

Reco

**FLY CHASER
FAN**

**BLOWS A STRONG
CURTAIN OF AIR ACROSS OPENINGS
DISCOURAGING FLIES FROM ENTERING**

Ask for Bul. 216 C

REYNOLDS
ELECTRIC COMPANY

RIVER GROVE, ILL.

continuous service records of twenty-five years or more and by company officials. Ninety-one new members were formally inducted into the honor club. Among them was Thomas J. Kullman, Bowman Vice President, and Louis E. Metzger, Secretary. Both are members of the Board of Directors and recently reached their twenty-fifth year of service with the company.

Highlight of the evening was a vaudeville entertainment featuring stars of the movies and television. Harry Hysen of Harvard, Illinois, a veteran member of the company's dairy inspection staff with twenty-eight years' service, was elected President of the Old Timers. Arthur Eklund, a wholesale salesman with forty-two years' service is the new First Vice President. Second Vice President is Walter Schwab of the Building Maintenance Department with thirty years' service. Miss Irene Carroll of the General Office Accounting Department with an employment record of thirty-three years is the honor group's new Secretary. Carl Anderson, who has been employed for forty-two years is the new Sergeant-at-Arms.

STERWIN OUTLINES SALES PROGRAM

Sales representatives of Sterwin Chemicals Inc., a subsidiary of Sterling Drug Inc., met recently at the Westchester Country Club, Rye, New York for the firm's annual four-day conference to discuss sales activities for the coming year.

Climax of the spring meeting was a banquet for the national sales force, attended by all company officials and top

Sterling executives. Representing the parent organization were James Hill, Jr., Chairman and President, and Dr. J. Mark Hiebert, Executive Vice President. Also present were Dr. Theodore G. Klumpp and Joseph G. Noh, President and Vice President in charge of sales, respectively, of Winthrop-Stearns Inc.

Keynote of the 1952 Sterwin sales program was sounded by P. Val Kolb, President, as "An Informed Salesman is a Better Salesman." Discussion sessions consequently stressed a refresher course, which reviewed data concerning the firm's products, and also introduced newly-developed technical sales information.

Sterwin officials who led discussion panels were, in addition to Mr. Kolb, William X. Clark, sales manager; Dr. R. C. Sherwood, technical director; Robert Whiteside, Kenneth Leggett and Warren Keller, assistant technical directors; Edward Hassler and Keith Baldwin, assistant sales managers, and Jack Revord, manager of the Chicago sales office.

Sterwin services a wide variety of industries with food, bread and flour enrichment concentrates; vitamins to fortify feed; vanillin; flour bleaching and maturing agents; certified food colors and sanitizing agents.

The following sales representatives attended the conference: Steele Sherratt, Michael Padley, L. R. Patton, Gordon Weed, Dan Smith, Jack Bozman, William Edmonds, Lyle Carmony, Peter Metcalf, N. J. Stromstad, Richard Meyers, L. L. McAnich, James Doty, Lee Soklich, Paul Callison and Gene Noe.

PROMOTION BOOSTS RIKER TRAFFIC

On the front windows at the Riker chain's biggest restaurant, on Broadway between 115th and 116th Streets in New York, a big, red sign emblazoned the admonition: "Watch for Our Fire Sale." And a few days later, at the restaurant's beautiful soda fountain, fire broke out.



Under a bright-red facsimile of a firemen's helmet—and all the soda fountain attendants wore fire helmets, too—Miss Helen Weaver (at the left in the picture), the Lily-Tulip Cup Corporation's soda fountain specialist, concocted glamorous sundaes, topped each one with a cube of sugar that had been soaked in inflammable lemon extract, and set the cube aflame. And the sundaes sold like—yes, like wildfire.

Specifically, at a fountain where sales had been what might be called moderate, on the day of the "fire sale" sundae sales jumped to 150 and on the day after the "sale" they rose to 200.

Situated across the street from the campus of Columbia University, the Riker store is a favorite spot with students.

FIRM CITES HALF-GALLON SURGE

The Davenport Ice Cream Company, Merchantville, New Jersey, reports its 1952 season shows the best early-year upswing in ice cream sales since the start of the business three years ago. By far the largest percentage of total sales is in bulk, carry-out packages—cylindrical paper containers.

Davenport's inviting retail store and ice cream plant is located well out into the New Jersey farmland section, on Route #40, near Merchantville. Manager J. D. Davenport and Assistant Manager Al Wachter report that the outlet, which includes a soda fountain unit and attractive stands of knick-knacks that go with ice cream, is built almost entirely on "carriage trade" from local residents and families who must reach his plant by automobile. Mr. Wachter reports further that most of his customers buy ice cream packages, the most popular single size now being his half-gallon "Family-Pak."

Popularity of the half-gallon package is growing in his area, Mr. Wachter says, particularly among suburban residents and farmers who get to town infrequently and who like to have a supply of ice cream on hand in their freezers. Customers like the ease with which the "Family-Pak" can be opened and served from over a period of time without weakening of the container.

Over seventy-five per cent of weekend volume in carry-out containers is in the half-gallon pack and Mr. Wachter reports the volume still is growing.

...it's a
going thing for
Meadow Gold...



...it'll make gains
for you, too!



**Butter
Brickle ***
candy ice cream
FLAVORING

*Butter Brickle is the exclusive
trade mark ® of
FENN BROS., INC.
Sioux Falls, South Dakota



ICE CREAM commercial marked a recent TV Teen Club program sponsored by Nash-Kelvinator. Above, Nancy Lewis and orchestra leader Paul Whiteman, stars of the show, share a plate of ice cream.

BORDEN FORMS NEW DEPARTMENT

Formation of a new food product group, to be known as the "Industrial Products Department," has been announced by the Borden Food Products Company, a division of the Borden Company. The new department will be responsible for the domestic sales of bulk products handled by the

former Dry Milk Division and other product groups, according to Charles S. Strickler, a Vice President of the Food Products Division.

Product manager of the Industrial Products Department will be Daniel W. Murchison, who has been with Borden's for twenty-one years, nineteen of them in the former Dry Milk Division. H. William Walker, sales manager of the dry milk operations who is to retire shortly after nearly a half century in the business, will assist Mr. Murchison in an advisory capacity.

The new department will handle Borden products generally sold to food manufacturers as ingredients. These include the following bulk products: nonfat dry milk solids, whole milk powder, condensed milk, cream powder, malted milk and mince meat. Also included are powdered fruit juices and instant chocolate mix envelopes.

OWNERSHIP OF CHERRY-BURRELL BRANCH IS SHIFTED

Clarke-Built Limited, a new all-British company has just taken over all interest and commitments of Cherry-Burrell's manufacturing and distributing organization in London.

The move is of interest to the American dairy industry because it establishes two-way business traffic across the Atlantic in place of the one-way only route. For the first time, British-patented Clarke-Built equipment will be introduced to the American market.

To discuss distribution of Clarke-Built equipment in the United States and Canada, Frank J. Clarke, the head of Clarke-Built Ltd., was scheduled to visit America for an extended trip from coast to coast.

FOGEL CONFERENCE HELD

The annual sales conference of district sales managers of the Fogel Refrigerator Company has just been held at the factory in Philadelphia. William Fogel, President of this fifty-one-year-old manufacturing concern, opened the meeting with a welcome to the sixteen field representatives.

The conference was arranged by E. A. Terhune, Vice President in Charge of Sales. The program ran for two days, starting with a tour of the four-acre plant, and followed by an inspection of the complete Fogel line.

MAHARG'S SPONSORS SALE

Maharg's Ice Cream recently marked its fortieth anniversary by sponsoring an ice cream sale in the company's four retail outlets in Dayton, Ohio. Newspaper and radio advertising supported the promotion, during which half-gallons were sold for eighty-nine cents each, pints for twenty-three cents each, and three double stick confections for ten cents.

BEVERLY MILK DIVISION SOLD

The trucks, good will and processing facilities of Beverly Dairies, Glendale, California, have been bought by the Challenge Cream and Butter Association. Unaffected is the manufacture and distribution of Beverly and Green Lantern brands of ice cream which will continue from Beverly's Los Angeles plant.

Albert H. Jagels recently was elected President and Chairman of the Board of Challenge Cream and Butter Association.

**On the Highways—
In the Skyways!**

Stag



uses problem-solving
MEYERCORD TRUCK DECALS

"Our major problem was to counteract sign painters' individual interpretations of a newly-designed trademark for use on trucks and window valances. Painters turned out to be artists in their own minds. They resented simplicity . . . and added a curlicue here, a change of color there. Letter types ran the gamut as well as color combinations.

"The use of decals soon became an integral part of our program. Applications are unlimited. Last summer our decals rode the skyways on the gondola of a Goodyear blimp. Who knows, some day they may be seen on Mars.

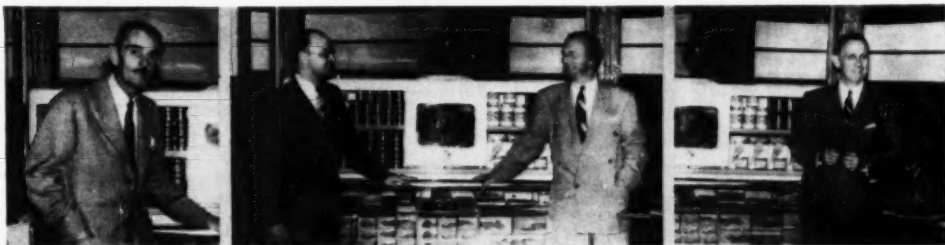
"All in all, decals give us better and exact reproduction, permanency, variety in usage and economy. What more can an advertiser ask for?"

Frank J. Clarke

FREE booklet!

Write Dept. 22-6

THE MEYERCORD CO., CHICAGO 44, ILLINOIS



BLIZZARD 160 model developed by Weber Showcase and Fixture Corporation was introduced in the East May 21 at the Park Sheraton Hotel, New York. Metropolitan area ice cream executives as well

as equipment manufacturers gathered to inspect the model. Shown in the left photo is E. W. Phelps, national sales manager of Ad-Color Photo Corporation of Pasadena, California. His firm provided the ice

cream transparencies. In the center picture are Weber sales executive Fred Schultz and sales promotion manager John Haidinger. In the right photo is Ray Legg, Eastern sales director for Weber.

INSPECTION OFFICE AT NEW ADDRESS

The New York office of the U. S. Department of Agriculture's dairy products inspection and grading division now is located at 139 Centre Street. The telephone number is REctor 2-3100.

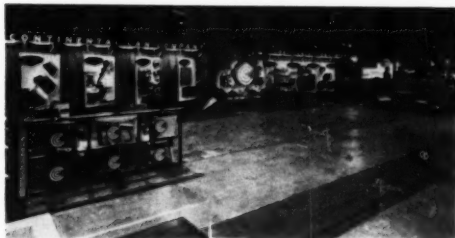
Inspection and grading of butter, cheese, and other dairy products is performed on a fee basis for individuals and firms requesting the service. The office has been located at 641 Washington Street for a number of years.

The move is part of a general consolidation of Production and Marketing Administration offices in New York which was completed last month.

NO LANGUAGE BARRIER AT DAIRY SHOW

Language will be no barrier to overseas visitors at the Dairy Industries Exposition, to be held in Chicago next September. A survey conducted by the Exposition's sponsor, Dairy Industries Supply Association, reveals that among the executives of North American supply and equipment firms are a large number of linguists fluent in nearly every European tongue.

The record for number of languages possessed by a single executive is held at this stage by E. J. Teal, Hooton Chocolate Company Vice President, who, in addition to English, speaks French, German, Hungarian, Czech-Slovak, Slovak and Polish. Close behind him, Robert Keiser, export manager for a paper cup and container manufacturer, has mastered five European tongues.



CONTINENTAL CAN Company's booth at the recent American Management Association Packaging Show featured a diversity of products, including metal cans, paper containers, fibre drums, crown caps and plastics.

SCHAEFER APPOINTS DISTRIBUTOR

Schaefer, Inc., Minneapolis, manufacturer of ice cream cabinets, has announced the appointment of Central Supply Company, 210 S. Capitol Avenue, Indianapolis, as the firm's distributor for Central Indiana.

Established fifty years as a leading plumbing supply house, Central Supply has also specialized in commercial refrigeration service to the dairy industry. Sam Horine is refrigeration manager and Basil Lazear will act as field representative.


The firm will carry the complete Schaefer line of ice cream storage and merchandising cabinets and will inventory adequate replacement parts and service items.

Mann's Candies

for finer ice cream

There Is No
Substitute
For Quality

Twelve popular flavors with
quality backed by a money-
back guarantee plus proven
production performance.
Leading ice cream manufac-
turers specify Mann's Can-
dies year after year. Write
for information today.



Mann's Candies

3970 North Mission Road
Los Angeles 31, California



the
most
popular
flavor

by the most

Popular **S**upplier

Coincidence takes a strange, but very true turn, when the initials P & S of "Popular Supplier" are the very same as the trade mark of "Polak & Schwarz."

Manufacturers throughout the country have made Polak & Schwarz the Popular Supplier for all their Ice Cream flavors . . . and especially Vanilla. One taste of a P & S product tells the story of quality and flavor excellence. How about tasting a sample yourself and join the hundreds who have made P & S the most Popular Supplier of them all.



INCORPORATED

667 Washington St.
New York 14, N. Y.
MIDWESTERN OFFICE
173 West Madison Street
Chicago 2, Illinois

REPRESENTATIVES
MILWAUKEE — LOS ANGELES
CANADIAN OFFICE
914 Danforth Avenue
Toronto, Ontario, Canada

LOOMIS BURRELL HONORED

The Cornell Dairy Science Association convened in the Hotel Clinton, Ithaca, New York on May 8 for its annual awards banquet.

Loomis Burrell of the Cherry-Burrell Corporation was honored for his "outstanding contributions" to the dairy industry in New York State. He was presented with an engraved plaque.

Several students majoring in dairy industry also were honored for scholastic and extra-curricular achievements.

1952 "IDEA" CONTEST ANNOUNCED

The National Association of Retail Ice Cream Manufacturers has announced that entries for its 1952 "Idea-of-the-Year" contest now are being accepted at the association's offices, 512 Commerce Building, Toledo, Ohio.

Winner of the contest will receive the large silver cup pictured below for one year's possession and a smaller replica for permanent possession. Both cups are donated by ICE CREAM FIELD, originator of the contest. Last year, the Franklin Ice Cream Company, Toledo, was declared the winner.

Purpose of the annual competition is to stimulate industry thinking in the field of merchandising ice cream. The active or associate member of the association who contributes "the most constructive suggestion based upon a specific promotion during the preceding twelve-month period for the furtherance of ice cream sales" earns the award.

Additional information concerning the contest may be had by writing either the association or ICE CREAM FIELD.



ICE CREAM FIELD, June 1952



10,000 PINTS of ice cream, representing the first run in the production room of Hawthorn-Melody's new Chicago plant, were distributed free to thousands of children. Two of the youngsters who "came back for more" too often are pictured above.

SEALRIGHT CONTEST UNDERWAY

Many of the 1000 dairies and ice cream companies participating in the Sealright national snapshot contests are putting special Dairy Month emphasis on the promotion of the contests, it has been reported.

The dairies and ice cream companies are said to be enjoying increased business as a result of participation in the snapshot contests. Sealright is furnishing the prizes and doing the national promotion through advertising in the *Saturday Evening Post* and *Collier's*.

The contests started the first week of May. June Dairy Month is expected to be the peak of stimulation for contest entries. The dairies and ice cream companies therefore are making use of Dairy Month promotion material in their advertising and publicity to build interest in the snapshot contests.

Sealright officials estimate from first returns that several hundred thousand snapshots of people enjoying milk and ice cream will be entered. Each entry is accompanied by a Sealright milk bottle hood or facsimile or a trade mark cut from an ice cream container.

There is a complete national contest for snapshots of people enjoying milk and a complete national contest for snapshots of people enjoying ice cream. Grand prize in each contest is a two weeks Grace Line Caribbean cruise for two with matched Platt luggage and Ansco Agfa Karomat camera and kit to record the trip. In each contest, also, there are seventy-five other major prizes.

The snapshot contests represent the twenty-ninth annual Sealright national advertising and merchandising campaign devoted to the increase of milk and ice cream sales.

ICE CREAM FIELD, June 1952

Everyone
WILL ENJOY
Your
ICE CREAM
AND
SHERBETS
IF
You

MAKE THOSE
DELICIOUS
DESSERTS
WITH



CLINTOSE (DEXTROSE)
CORN SYRUP
CORN SYRUP SOLIDS

CLINTON FOODS INC
CLINTON IOWA

Classified Advertising

FOR SALE: York 5x5 and 6½x6½ compressor motors, V-belts; C.P. rotary can washer 2-200 gal. C.B. s.s. pasteurizers ice cream cans, 2½ gal. with lids 8qt. ice cream pans; John A. Mistor, 3310 Lockwood, Detroit, Michigan.

FOR SALE: Completely equipped ice cream plant—capacity 200,000 gallons yearly—good condition. West Chester Ice Cream Co., 243 West Gay Street, West Chester, Pa.

FOR SALE: VENDORS—22—1950 Ford ½ ton Panel Trucks, equipped with Ice Cream Cabinets. Outside dimensions 64" long, 34" high, 40" wide—giving inside capacity of approximately 12 cubic feet. Each one has a Kelvinator unit. Trucks and Cabinets in good condition, ready to go out and sell Ice Cream. TAS-TEE CATERING, INC., 7050 Grave Avenue, Cleveland 2, Ohio.

ICE CREAM PLANT

FOR RENT

Completely Equipped

3,500 sq. ft., hardening rooms, loading dock; equipped with continuous freezer, compressors, holding vats, etc.; good condition; available immediately.

BRUDER DAIRY PRODUCTS CO.
1641 Eddy Road
East Cleveland 12, Ohio

FOR SALE: Ice cream truck—brand new 1948 Dodge Chassis—never used—equipped with 500 gallon refrigerated body—compressor built in. Also 1946 Dodge with refrigerated body. West Chester Ice Cream Co., 243 West Gay Street, West Chester, Pa.

FOR SALE: 35 I.C.N. Twin stickholders, 35 Maun and Lund Single Stickholders, and 10 Maun and Lund Twin Molds used once. Write William Ellison, 33 Glenwood Lane, Kirkwood 22, Missouri.

FOR SALE: Milk and ice cream plant. Wholesale and Retail. Heart of oil field and ranch country in New Mexico. Done over three-hundred-thousand in 1951. A good buy for a quick sale. Running six trucks. Box 441, ICE CREAM FIELD, 19 W. 44th St., New York 36, N. Y.

FOR SALE: C. P. Fruit Feeder—\$200 or best offer. Fifty (50) No. 504B wire carriers at \$2.00 each. Edward Phillips, Walham Super Bakeries, 840 Main St., Walham 54, Mass.

FOR SALE: Unusual opportunity to buy prosperous wholesale, completely modernized Ice Cream business in England. Sale due to retirement of Directors. 3—150 gallon Vogt freezers, quick hardening tunnel, storage rooms, automatic wrapping and packaging machinery, novelty production line etc. and delivery trucks, all post-war equipment. 1,000 customers plus additional waiting list, ample supplies raw materials. For further details price and location, write Box 442, ICE CREAM FIELD, 19 W. 44th St., New York 36, N. Y.

FOR SALE: One Anderson Model 34-C Automatic filler and capper with syrup attachment. Will fill and cap pint or 3 to 3½ oz. cups. Practically new. Excellent working condition. Will sell reasonably. Box No. 443, ICE CREAM FIELD, 19 West 44th Street, New York 36, N. Y.

FOR SALE: Good selection of Freezers, Homogenizers, Coolers, Pasteurizers, Fillers, Storage Tanks, Vacuum Pans, Pumps, etc. Write or wire your requirements. Lester Kehoe Machinery Corporation, 1 East 42nd Street, New York 17, N. Y. Telephone—Murray Hill 2-4616.

FOR SALE: Used Ice Cream Cabinets, 4x4 Ammonia Compressor, Condensers, Motors & etc. Batchler's Ice Cream, 171½ Main Street, Hackensack, N. J.



Alert fountain operators everywhere are cashing in on the demand for delicious, THICK malts and shakes.

Thick drinks are made better and more profitably using individual service pint paper cups and metal collars. Eliminates mixing cups, glasses, and dishwashing. Allows PORTION and COST CONTROL on every drink.

MULTIMIXER-5
Multimixer is the only mixer made with a heavy-duty "professional" type motor. No matter how thick the drink, its sturdy G.E. motor mixes it smoothly, quietly and at one constant speed. Multimixers are now being made with the new, attractive HEXAGON BASE, shown here.

SALES ARE GOING UP—UP—UP—!

We'll gladly tell you how you can increase sales by selling THICK malts and shakes. Write us. Also ask for article on how one of America's largest drug chains switched to THICK drinks and boomed their business overnight.

PRINCE CASTLE Sales Div., Inc.
La Salle-Wacker Bldg. Chicago 1, Ill.

A NEW AND FINER *Keystone* BODY

840 GALLON CAPACITY

- All-Aluminum construction
- Light weight insulation
- 3 Doors curb side
- Side aluminum extrusions with spring shelf for stacking cans or packages



A new streamlined beauty incorporating all of the well known features favoring years of lasting service.

— EST. 1844 —

KEYSTONE WAGON WORKS, INC., ALLEGHENY AVE. and C ST., PHILADELPHIA 34, PA.

FOR SALE: Taylor Zestomat continuous sherbet freezer. Available only to enterprise now operating this type of unit. Also have two matching flavor cabinets. Servall Dairy, Jackson, Mich.

FOR SALE: Ice Cream plant very desirable location, fully equipped, reasonably priced. Write Box 445, ICE CREAM FIELD, 19 West 44th Street, New York 36, N. Y.
FOR SALE: 1952 1½ ton Ford refrigerated truck, 5 plates, 1½ H.P. Unit. Good Buy. A. Diamond, 177 Ninth St., Jersey City, N. J.

FOR SALE: NOVELTY BOXES—Full Telescope or Automatic Bottoms. 6 Standard sizes—Prompt Shipment—Priced right. Write for sizes and prices. PAPERPAK, INC., 567 Michigan Ave., Buffalo 3, N. Y.

FOR SALE: ¼ ton 3 wheel ice cream retail truck, 36 cu. ft., 125 doz. capacity. BARGAIN. Box 426, ICE CREAM FIELD, 19 W. 44th St., New York 36, N. Y.

FOR SALE: Complete vending business—7 trucks, 3 carts and fully equipped novelty manufacturing plant. Upper New York State. A terrific deal for party who knows vending business. Sales can be tripled. Box 397, ICE CREAM FIELD, 19 W. 44th St., New York 36, N. Y.

FOR SALE: 48 2½ oz. Stainless steel ice cream bar molds, brand new. Cost \$58. Sale price \$30 each. 48 stick holders at \$22 each. 500,000 banded sticks. Immediate delivery. Box 438, ICE CREAM FIELD, 19 W. 44th St., New York 36, N. Y.

FOR SALE: 1952 Ford or Chevrolet ½ ton trucks with insulated bodies, use dry ice, cab type. Reasonable. A. Diamond, 177 Ninth St., Jersey City, N. J.

FOR SALE: 2 1938 Chevrolet Vending trucks; 10 1939 Chevrolet Vending trucks; 5 1948 G.M.C. Vending trucks, all in good working condition. Will sell all or part. Simco Sales Service of Maryland, Inc., 1624 East Lombard Street, Baltimore, Md.

HELP WANTED: Ice Cream Mold, Cake and Fancy Man. Must be A-1. Full time. Exclusive Co. in Beverly Hills, Calif. Write stating full experience and salary expected. Box 423, ICE CREAM FIELD, 19 W. 44th St., New York 36, N. Y.

HELP WANTED: Salesman—with following among ice cream manufacturers, to represent nationally-known firm selling to ice cream manufacturers. Strong promotional line backed by advertising. Box 316, ICE CREAM FIELD, 19 W. 44th St., New York 36, N. Y.

Rates

RATES: machinery, equipment and supplies for sale or wanted to buy, 6c a word (including address) for each insertion; help and positions wanted, 2c a word (including address). Bold face type double regular rates. Minimum charge \$1.00.

REPLIES to advertisements in this department must be addressed to the name, initials or address shown in the advertisement or to Box numbers c/o Ice Cream Field, 19 W. 44th St., New York 36, N. Y. Under no circumstances will ICE CREAM FIELD divulge the name of an advertiser where initials or a number is given as the address.

WANTED: New product ideas for frozen novelty and ice cream products. Attractive arrangements for accepted proposals. Write Box 444, ICE CREAM FIELD, 19 West 44th Street, New York 36, N. Y.

TAKE THE "RED" OUT OF CREDIT



By screening poor payers the Dairy Credit Book enables you to channel your sales efforts towards worthwhile accounts. Use Dairy Credit Service, the only complete credit service in the Dairy Industry—Credits, Reports, Collections and Adjustments on a national basis.

DAIRY CREDIT BUREAU

1740 Greenleaf Ave., Chicago 26, Illinois

McGraw
CONCENTRATE EMULSER
"for the finest in ice cream"

McGraw Chemical Company

831 SOUTH WABASH AVE., CHICAGO 5, ILLINOIS

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Amerio Refrigerating & Equip. Co.	26	Kold-Hold Mfg. Co.	66
Anderson Bros. Mfg. Co.	2nd Cover	LeRoy Foods, Inc.	7
Anheuser-Busch, Inc.	37	Limpert Brothers	75
Atlas Tool & Mfg. Co.	96	Liquid Carbonic Corp.	43
Balch Flavor Co.	61	Lloyd Disher Co.	72
Barry & Baily Co.	96	Lowe Corp., Joe	4
Bastian-Blessing Co.	10	Ludwig-Lockhart Co., Inc.	86
Batavia Body Co.	51	Mahoney Extract Co., S. H.	70
Beck Vanilla Prod. Co.	68	Mann's Candies, Inc.	105
Boyer Bros.	78	Marathon Corp.	13
Brown-Blodgett, Inc.	84	Masseys Vanillas Inc.	44
Butler Paper Prod. Co.	27	Meyercord Co.	104
Carbonic Dispenser, Inc.	91	Morris Paper Mills	9
Cherry-Burrell Corp.	47	McGraw Chemicals, Inc.	109
Chicago Stainless Equip. Corp.	6	Nash-Kelvinator Corp.	3
Chocolate Products Co.	90	National Pectin Prod. Co.	63
Clinton Foods, Inc.	107	Nelson Mfg. Co., C.	15
Container Corp. of America	11	Northville Labs.	67
Corn Products Sales Co.	53	Peterson Co., Chas. A.	35
Creamery Package Mfg. Co.	55	Polak & Schwarz	106
Crest Foods Co.	89	Prince Castle Sales Div.	108
Dairy Credit Bureau	109	Refined Syrups & Sugars, Inc.	59
Dixie Cup Co.	83	Reynolds Electric Co.	102
Dole Refrig. Co.	60	Savage Arms Corp.	5
Empire Biscuits, Inc.	3rd Cover	Schaefer, Inc.	22, 23
Fenn Brothers	94, 97, 98, 99, 101, 103	Sealright Co.	45
Foote & Jenks, Inc.	56	Standard Fruit Prod. Co.	92
Fulton Engineering Co.	71	Sterwin Chemicals, Inc.	18
Funsten Co., R. E.	85	Tec Corp.	100
General Equip. Sales Co.	77	Vanilla Laboratories, Inc.	16
Germantown Mfg. Co.	8	Van Leer Chocolate Corp.	84
Grand Rapids Cabinet Co.	65	Vendo Co.	31
Gundlach Co., G. P.	87	Virginia Dare Extract Co.	12
Hill Co., C. V.	69	Vitafreze Equipment Co.	14
Hooton Chocolate Co.	102	Weber Showcase & Fixture Corp.	49
Hubinger Co.	95	Welch Specialties, Mary, Inc.	79
Ice Cream Novelties, Inc.	33	Young Co., B.	39
Johnston Co., Robert A.	41	Zeroll Co.	100
Kelco Co.	4th Cover		

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